El Camino Revitalization Area
Community Charrette & Vision Plan
August 2016

CDC ROCHESTER

El Camino Revitalization Area
Community Charrette & Vision Plan

Produced by the Community Design Center Rochester

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Acknowledgements

Welcome to El Camino, a culturally-rich, diverse community adjacent to the Genesee River in Northeast Rochester, NY. The El Camino Revitalization Area (ECRA) has been home to many nationalities and immigrant populations throughout the history of the neighborhood. This document reflects years of listening, learning and understanding history, challenges, opportunities, and provides recommendations for moving this community forward.

As a manifestation of its long held commitment to this area and its residents' well-being, the Ibero American Development Corporation (IADC) commissioned this work with support from the City of Rochester and other stakeholders. It is our collective hope that this document captures the true perception of the area with the purpose of forging a better and brighter future for the neighborhood.

There are many individuals, organizations, and institutions who have contributed their time and resources to this effort and an acknowledgment of Steering Committee members and public input meetings are included. This document is a guide meant to be expanded upon by the community that reflects the vision of residents as we move forward in the next phase of community development in and around El Camino.

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Introduction

A community comes to life on the pages ahead; past to present and present to future. To understand what people of the El Camino Revitalization Area (ECRA) envision for their neighborhood, it's important to learn how it evolved into what we see today. The neighborhood's history is the essential "base layer" the community draws on to create their future. The pages that follow document one community's path toward a promising future — their Vision Plan.

Source: CDCR

Charrette Area Steering Committee Walkthrough

Source: CDCR

Charrette Working Group

Source: CDCR

Young Resident Charrette Day Walk

The Process

The ECRA Vision Plan was commissioned by the Ibero American Development Corporation (IADC) and developed by the Community Design Center Rochester (CDCR) in collaboration with the ECRA Steering Committee.

In April, 2015 CDCR and a dedicated group of neighborhood stakeholders anchored by the Ibero American Development Corporation and supported by the City of Rochester started to plan a community design workshop, also known as a charrette. An important aspect of this process was the development of focus areas related to the neighborhood's public realm, its shared environment of streets, sidewalks, open spaces and all they contain. The six focus areas represent topics of concern or opportunity that guide community involvement and vision plan development.

On November 7, 2015 residents and community leaders came together to participate in the community design charrette. Facilitated by volunteers in the urban planning and design professions, they identified issues and developed strategies in focused working groups. With the community's input as a guide, the steering committee reconvened in December 2015 to develop a comprehensive set of guiding principles that call for a connected, attractive community which is economically and culturally vibrant.

Throughout Spring 2016 the Steering Committee and the CDCR Design Team continued to meet to begin development of the vision plan. CDCR presented preliminary conceptual renderings to the community on April 27, 2016 and collected feedback from those in attendance. Revisions and refinements contributed by the Steering Committee are reflected on the pages that follow.

Introduction

Source: CDCR

Draft Vision Plan Presentation, April 27, 2016

Source: CDCR

North Clinton Avenue Youth and Community Fair, June 25, 2016

Vision Plan Report

This report chronicles development of the vision plan and provides a record of community ideas generated throughout the process. The ECRA Steering Committee, with assistance from CDCR, used these ideas to create a vision for redevelopment of the neighborhood. Each section of the report explores a different aspect of the study area or the process involved in creating and implementing this vision.

The vision plan is intended as a resource for members of the community as well as other individuals and organizations interested in developing or improving properties in the neighborhood. The vision planning process produces a document that sets forth the intentions of a neighborhood's residents for the future of its public realm. Without it, even well-intentioned development efforts might not align with the goals and desires of the existing residents. With it, development can help the community reach their goals and contribute to a vibrant neighborhood for everyone.

Conclusion

People who live and work in ECRA can see great potential for this community. As the future unfolds, they and many others will work to help these visionary ideas become reality. The community hopes all who read this plan will do their part to bring these visions to life in the El Camino Revitalization Area, for the benefit of all who visit or live in the neighborhood and the city of Rochester.

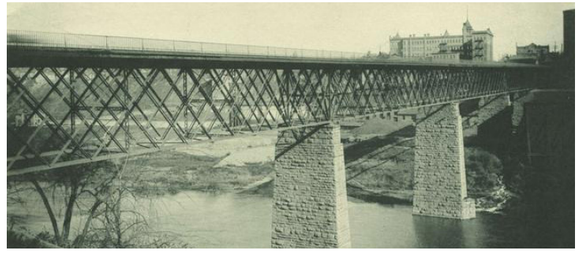
** El Camino Revitalization Area (ECRA)- A northeast City of Rochester neighborhood bounded by North Clinton Avenue to the east, Avenue D to the north, the Genesee River to the west, and Clifford and Scrantom Street to the south.*

El Camino Revitalization Area History

The El Camino Revitalization Area (ECRA) is located along the Genesee River in an area that was annexed from the Town of Brighton into the city of Rochester in 1834 and designated as the 5th Ward. By 1888, the wards had been divided to make ECRA part of the 3rd and 5th Wards. By the time the City abandoned the ward system in the early 1960's, ECRA was part of the 5th and 17th Wards.
The first noted development in ECRA occurred during the 1820's when the first Irish-born resident, James Dowling, purchased a piece of land between St. Paul and the Genesee River Gorge. More Irish immigrants followed and they named the settlement Dublin. Germans were the next immigrants to come to ECRA, settling a decade later on the eastern edges of the Dublin settlement. Housing built to accommodate this population consisted of modest cottages.

Source: https://i2.wp.com/farm5.static.flickr.comm/4103/5070969045_22afb8dc5b.jpg
1880 Panoramic View of Evergreen Tract Rochester, NY

Source: Rochester Public Library
Temple B'rith Kodesh Early 1900's



Source: Rochester Public Library
Vincent Place Bridge 1890

Development of ECRA advanced slowly during the 1830's due to limited access to jobs, which were mostly available across the river on the western side of the City. Most residents could not find an economical way across the river twice a day. This changed with the construction of the Auburn and Rochester Railroad in the late 1830's, which brought employment opportunities and steady growth to the area between St. Paul Street and North Clinton Avenue.

Eventually the immigrant population built places of worship, including the Irish Catholic St. Bridget's Church on Hand Street, the German Catholic St. Joseph's Church on Franklin Street, the German Lutheran Zion Church on Grove Street and the Jewish B'rith Kodesh Temple on St. Paul Street. In addition to serving as places of worship, they functioned as community centers for each culture. As the German community continued to grow, a beer garden was opened by the gorge in the 1840's. Other breweries, including Genesee Brewery, followed.

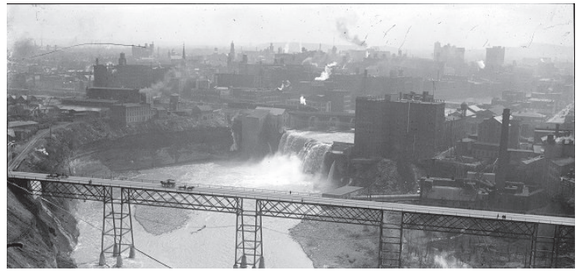
Another wave of development came in the 1850's and 1860's as the clothing industry began to establish itself in ECRA. By 1854, rail traffic on the New York Central Railroad Bridge, formerly the Auburn and Rochester, made pedestrian crossings too dangerous. Although access to the western part of the City was greatly needed, it was not until 1873 that the Vincent Place Bridge was finished. Once this transportation link was in place, ECRA saw a building boom. In the 1870's, brewers saw opportunities in the area with Henry Bartholomew and two other German brewery owners competing for brewery sites and for skilled workmen who were encouraged to build homes in the area.

In 1873 Saint Michael's Church, with a congregation mostly German, but also partly Polish, was established at the corner of Clifford and North Clinton Avenues where it remains today. It's first Mass in Spanish was celebrated in 1967 and it still represents the new immigrant groups coming to Rochester's northeast, at the center of which is the ECRA neighborhood.

El Camino Revitalization Area History

Source: Rochester Public Library
Saint Paul Street & Central Avenue 1913

Source: Rochester Public Library
Carthage School No. 8 1935



Source: Rochester Public Library
Platt Street Bridge 1925

A local horse-car company soon extended its tracks into the neighborhood and by 1874 Bausch and Lomb opened its first building on St. Paul Street, where it made hard rubber spectacle frames and other optical instruments. During this period, six public schools, two parochial schools, and eleven churches served the area. The year 1891 marked the completion of electrification of the transit company's system, including tracks that extended beyond Clifford. The Platt Street Bridge followed in 1893, further linking ECRA to the west side of the river.

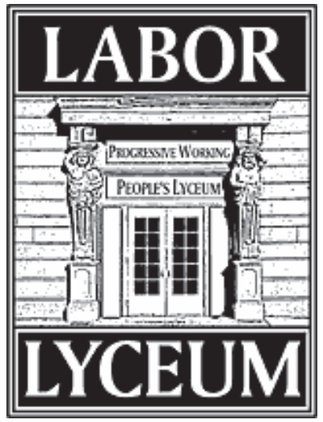
In the 1890's, newly arrived immigrants, primarily from southern and eastern Europe, settled in ECRA. This influx of new residents added to already crowded conditions where approximately 3,000 dwellings housed 50,000 people. In a demographic shift that played out around the Northeast, more established immigrant groups left ECRA for areas farther from the city core. The Italian population soon renamed Dublin as Mount Allegro. Students representing more than 25 ethnic groups or nationalities, including Russian and Chinese, attended School #8 in 1894, the year it was relocated to a new site at Avenue B and Conkey Avenue.

In the early 1900's, Jewish people from Poland and Russia migrated to the neighborhood, buying homes as existing residents moved further north. Congestion in the neighborhood became a challenge as new settlers began building additional structures in the yards behind their cottages. Local industry also continued to grow. Bartholomay Brewing Company, Genesee Brewing Company, Rochester Gas Works, Brice Brothers, Yawman and Erb, Stecher Lithographic Company, Voght Manufacturing and others started or expanded their operations, creating greater economic opportunity in the area.

Like the immigrant groups before them, the Italians, Ukrainians, Lithuanians, and Jews built new churches and synagogues. Throughout the first two decades of the twentieth century the number of African-American residents also increased and the first African-American church was built in 1918.

By 1910 there was an obvious need to address the growing challenges facing the ECRA. Problems included poor sanitation, low wages and substandard housing conditions. While expansion of factories eventually removed some dilapidated housing, the loss of housing stock combined with the return of veterans from WW I caused a housing shortage. A more severe shortage following WW II resulted in the establishment of area suburbs. Social workers, led by Mildred Ford, a teacher at School #9, formed the North East Conference in 1935 to investigate

Source: Rochester Public Library
Garment Workers Strike Saint Paul Street 1913



Source: Rochester Public Library
Labor Lyceum logo

Source: Rochester Public Library
George J. Michelsen Building

housing conditions. The group determined that African-American residents were overpaying for the worst housing.

It was not until 1948 that there was a serious effort to address housing problems in ECRA and other neighborhoods like it. Initially the city of Rochester planned to apply for state funding to construct housing on the northern edge of the City. That plan fell to public outcry, and instead the City demolished 'slums' in the center of the 7th Ward to build Hanover Square, which opened in 1953.

Many industrialized cities in the Northeast saw the birth of a labor movement in the late 1800's Rochester was no exception. The Labor Lyceum, started in 1896, was evicted from City Hall in 1911 for affiliation with socialist ideologies. After the eviction, the Labor Lyceum opened the Labor Temple on St. Paul Street in 1912, the same year the Hickey Freeman plant was built. There they housed unions representing optical and brewery workers. The Labor Lyceum also provided space to socialist organizations and continued to host weekly lectures and discussions on labor topics through the 1950's. After 1919, as Americans shied away from socialism, the Labor Lyceum continued to function as a gathering place for the German-American community, providing kitchen and dining facilities, meeting space for trade unions and fraternal groups, and a full gymnasium. Olympic gymnasts Dris Fuchs and Jim Culhane trained at the site in the 1950's.

In 1913, strikes protesting unsafe conditions and poor wages halted clothing production in the area. Marches through North Clinton Avenue and its side streets soon followed. As tensions built, a shopkeeper shot into a crowd of marchers, killing seventeen-year-old Ida Berman. Over 5,000 strikers attended her funeral procession. The Clothiers Exchange finally compromised on a settlement that shut down all subcontracting sweatshops.

In 1914, the George J. Michelson Furniture Factory was built on the corner of Conkey Avenue and Avenue D. The long-standing family business was relocated from Water Street to this site due to its proximity to the railroad.

Amalgamated Workers, the area's most influential union at the time, was established between 1915 and 1925 in response to the still-poor conditions for workers. It came to represent around 15,000 workers and held nightly meetings in the Germania Hall on North Clinton Avenue.

Other groups stepped in during this period to help new residents make a better life in ECRA. Notable among them is

El Camino Revitalization Area History

Source: Rochester Public Library
Baden Street Settlement 1913

Source: Rochester Public Library
Garment Industry Workers 1918

Source: Rochester Public Library
North Clinton Latino Storefronts c. 1970s

Baden Street Settlement. Founded in 1901 by two women of the B'rith Kodesh Temple, it provided cultural, practical and social education to young women of foreign birth. The Hochstein School, originally located in northeast Rochester, began to include non-whites in its programs.

An influx of African-American community members was not noticeable until the late 1940's when many young couples with large families moved into the area. By 1946, the first Puerto Rican migrant workers arrived in Rochester under seasonal contracts.

In the 1950's the Puerto Rican population became the fastest growing ethnic group. In 1955 the Democrat and Chronicle ran a four-part series on the Puerto Rican community.

The 1960's was an era in which ECRA saw civil unrest along with other neighborhoods across the nation. Locally, supporting a family continued to be a struggle for the Puerto Rican and African American residents as satisfactory jobs and housing were very difficult to find. Both populations lacked training in high-demand occupations. African-American and Puerto Rican residents also brought new cultural influences and were subject to prejudice. Tensions peaked when what seemed to be a simple drunken disorderly call and response erupted into full scale riots. Within a period of less than 24 hours, Joseph Avenue was in shambles and most businesses were left with broken windows and looted inventory.

Puerto Rican and African American residents were affected when entire neighborhoods were razed as part of urban renewal. Many poor neighborhoods were destroyed. One such neighborhood was located at the current location of the Coca-Cola bottling plant on Upper Falls Boulevard. In 1968, the Ibero American Action League, Inc. was established by the Latino community to organize and support community improvement efforts. By 1969, the first Puerto Rican Festival was held in Rochester.

The 1970's saw many more migrants from Puerto Rico arrive in Rochester. A movement to offer job training programs in Spanish and cultural sensitivity training to employers began. In 1975, the Ibero American Housing Co. developed Los Flamboyanes as the first housing project in the City initiated and primarily occupied by Latinos.

El Camino Revitalization Area History

Source: City of Rochester
La Avernida Phase II Streetscape Improvements

As economic and cultural shifts occurred over the decades ECRA suffered declines in population and manufacturing jobs due to "white flight." Because of this, housing and small business suffered. Reasons for this decline are complex but include federal housing initiatives, redlining by banks that severely restricted mortgage lending, and new expressway development designed to bypass urban neighborhoods.

In the 1990's-2000's, North Clinton Avenue underwent a Commercial Revitalization Project. Because transportation options were limited in the area and more than half of the residents did not own a vehicle, there was a movement to develop essential anchor businesses, especially a full-line grocer. Eventually, Tops Friendly Market opened a new store at Upper Falls Boulevard in the mid 1990's. With vacancies, deteriorating buildings, and crime there was an urgent call to also reinvigorate the North Clinton Avenue corridor. About half of the storefronts were Latino-owned but most were convenience stores. The North Clinton Avenue Business Association, amongst others, united to rebrand North Clinton as "La Avenida," which further contributed to today's notion that it is the heart of the Latino Community.

ECRA has long played host to waves of new residents in the Rochester area. Likewise, the ECRA has been a hotbed for progressive programs to help these immigrants build a better life in their new home. It is important to consider this rich history when envisioning the future of a culturally vibrant and progressive El Camino Revitalization Area.

Source: CDCR
North Clinton Avenue Youth and Community Fair 2016

El Camino Revitalization Area Today

Source: CDCR
El Camino Trail Informational Sign Conkey Corner Park 2016

Source: CDCR
Michelsen Building 2016

Source: Ibero American Development Corporation
El Camino Housing Opening 2010

Approximately 4,000 people reside in El Camino Revitalization Area (ECRA). Nearly forty percent are of Hispanic/Latino origin and fifty percent are African-American.

Forty-eight percent of ECRA residents live in poverty. The childhood poverty rate is sixty-three percent. Approximately one in four residents is employed. While the causes of poverty are complex, few local employment opportunities, lack of access to transportation, and inadequate housing are three that have a significant impact on the study area. Many local jobs are low-paying, forcing residents to travel significant distances for employment opportunities and financial security.

As with any city neighborhood, the public transportation system plays a significant role in access to jobs, healthcare and education. In some areas of the city of Rochester sixty-five percent of residents rely on public transportation. Of those ECRA residents who use buses to get to and from work, nearly half have a commute of more than one hour every day. Much of this commute time appears to be related by long headways and lack of access to direct or east – west bus routes.

Housing and Buildings

ECRA has a significant stock of housing and commercial buildings that were left untouched by urban renewal in the 1960's. Many buildings in the commercial corridors once served both commercial and residential use allowing small, family-owned businesses to operate in the neighborhood. There are currently over eight hundred housing units within the ECRA, of which seventeen percent are vacant. Thirty percent of residents own their homes, making residency transient for most.

El Camino Estates, built by Ibero American Development Corporation (IADC), added 50 units of affordable single-family housing to the neighborhood since 2004, creating opportunities for families to live in high quality, energy-efficient homes consistent with the design of the neighborhood. The Michelson Building, located on the corner of Avenue D and Conkey Avenue, has been redeveloped to create high quality apartments. Buena Vista Manor, a 30 unit senior housing development, adjacent to the El Camino Trail, was built by IADC in 2004.

Saint Michael's Apartments II, developed in 2007, converted the former Saint Michael's Parochial School to offer 28 affordable studio, one, and two bedroom apartments to the elderly community.

El Camino Revitalization Area Today

Source: geneseelandtrust.org
Conkey Corner Park Clean Up

Source: CDCR
El Pilon Criollo

Source: CDCR
El Camino Trail

Neighborhood Development
Within ECRA there are three well established community groups that cover a large portion of the study area: FLRT Block Club, CONEA and Group 14621. Residents have also been organized through the efforts of Project HOPE (Healthy Outcomes through Participation, Education, and Empowerment), a program of the IADC working with residents to improve the quality of life in the south end of the neighborhood. Community gardens and beautification projects have been established as part of an effort to take back public spaces and to enhance the perception of the community.

Conkey Corner Park was developed in 2008 with the addition of a community-built playground in 2010. It is now an asset critical to social cohesion. In 2012, the development of El Camino, a 2 ¼ mile trail in the heart of ECRA, created new opportunities to connect people and enable them to access outdoor recreation close to home. Art projects along the trail, on corner stores and traffic boxes have created a sense of owned space.

Economic Development
North Clinton Avenue is lined with many small businesses and maintains a significant Latino presence with buildings available to be repurposed for economic growth. El Pilon Criollo, a restaurant serving traditional Hispanic food, recently relocated to a new building on a bustling stretch of North Clinton Ave. Renewed interest in developing the La Marketa site at the southern gateway to this commercial corridor is also a positive development. St. Paul Street is also ripe with opportunity, with large buildings such as Kodak's former "Hawkeye" site ready to be transformed. Community landmarks, Hickey Freeman and North American (Genesee) Brewery are still major employers today.

El Camino Revitalization Area Today

Community Assets
While it is true that the ECRA faces many challenges, the study area is home to established community assets that can be a part of ECRA's brighter future. No asset is more important than the people who live in the neighborhood.

- City of Rochester Avenue D R-Center
- City of Rochester Northeast Neighborhood Service Center
- Clinton Family Health Center
- CONEA
- Conkey Cruisers
- Cutler Plus Community Block Club
- Don Samuel Torres Park
- FLRT Block Club
- Genesee Land Trust
- Group 14621 Community Association Inc.
- Huntington Park Neighborhood Watch
- Iglesia Jehova Jireh
- Ibero American Action League, Inc.
- Ibero American Development Corporation
- North East Community Council
- North Clinton Business Association
- Roberto Clemente School #8
- Rochester Hispanic Youth Baseball League
- Rochester School for the Deaf
- Salvation Army
- Santidad Pentecostal
- St. Michael's Church
- Scrantom Street Block Club

Charrette Coordination and Planning

The successful El Camino Revitalization Area (ECRA) charrette on November 7, 2015 was possible because of months of thoughtful preparation by the ECRA Steering Committee. From April 2015 to October 2015 this group, working in coordination with the Community Design Center Rochester (CDCR), met at St Michael's Church, a prominent anchor at ECRA's southeast corner, to plan the charrette day.

The steering committee's work was multifaceted. They defined the geographic study area, collected historical and current demographics and identified neighborhood assets and problem areas. Aided by this information and observations from a neighborhood walkthrough they developed the following six focus areas representing areas of concern and opportunity in ECRA's public realm.

Focus Area # 1: North Clinton Avenue Corridor: Includes the length of North Clinton Avenue from the intersection at Upper Falls to the Intersection at Avenue D.

Focus Area # 2: Huntington Park and Saint Paul Street: Includes all of Huntington Park and the length of St. Paul Street from Scrantom Street to Avenue A.

Focus Area # 3: El Camino Trail and Conkey Avenue: Looks at the immediate area east and west of the trail starting at Scrantom Street and ending at Avenue D, including Conkey Avenue's relationship to the El Camino Trail.

Focus Area # 4: Development of Conkey Corners: Considers enhancements to three specific corners along Conkey Avenue that serve as major activity nodes in the community and provide access to the El Camino Trail, the Avenue D Recreation Center and other community assets.

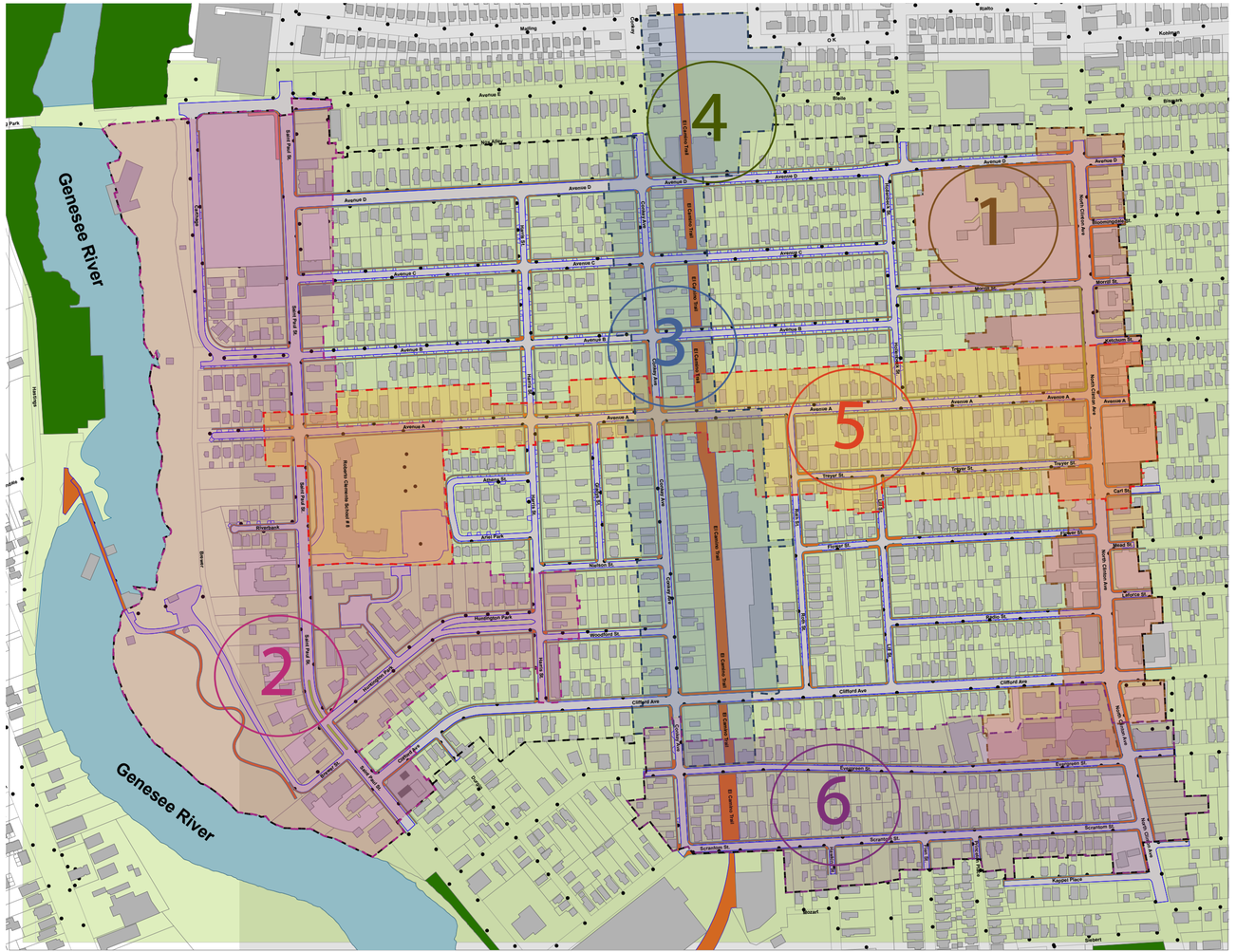
- Intersection 1: Clifford and Conkey Avenues
- Intersection 2: Avenue A and Conkey Avenue
- Intersection 3: Avenue D and Conkey Avenue

Focus Area # 5: Neighborhood Streets: Looks at two-way and one-way streets in the neighborhood to consider design enhancements that would improve safety, transportation (vehicle, bicycle, pedestrian) and overall quality of life.

Focus Area # 6: Underutilized Buildings and Sites: Includes all underutilized buildings and sites in the area, such as vacant buildings (both residential and commercial), vacant lots, and existing occupied buildings — assets that have the potential to further enhance the community.

MAP KEY

- Parkland
- River
- Building
- Vacant Land
- Elcamino Trail
- Focus Area 1
- Focus Area 2
- Focus Area 3
- Focus Area 4
- Focus Area 5
- Focus Area 6



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Charrette Study Area with Focus Areas
Scale 1:350

Charrette Event

Charrette Day

The charrette took place on Saturday, November 7, 2015 at Roberto Clemente School # 8 on St. Paul Street. Advance publicity drew 68 interested neighborhood residents and other stakeholders to share their knowledge and ideas about the area. Participants, assisted by 31 design facilitators, were divided into 11 groups, each group concentrating on one of the six focus areas. CDCR staff and community volunteers coordinated registration and all other event logistics. Participants represented a wide range of stakeholders including business people, students, and new and long-term residents alike. In total, 99 people worked together for eight hours.

The charrette day program below provided structure for a productive day that resulted in innovative ideas and a shared sense of community.

Community Design Event!

¡Trazar una visión para el vecindario!

Saturday, November 7, 2015 Sábado 7 de noviembre 2015

Agenda

Registration and breakfast	8:00 am	Matrícula y Desayuno
Welcome and Introduction	**9:00 am**	**Bienvenido e Introducciones**
Invocation	9:10 am	Invocación
Neighborhood Presentation	**9:15 am**	**Presentación del Vecindario**
Charrette Area Overview	9:25 am	Exposición del área
Instructions for the Day	9:45 am	Instrucciones para el Día
Break into your Focus Area Groups	9:50 am	Separarnos en grupos por áreas de enfoque
Group Work in neighborhood	**10:00 am**	**Trabajo en Grupos**
Working Lunch in your Focus Group	12:00 pm	Almuerzo con su Grupo mientras trabajan
Share your ideas	**2:15 pm**	**Compartir sus ideas**
Wrap up and next steps	3:45 pm	Resumen del día y concretar los próximos pasos

Source: CDCR

Source: CDCR

Source: CDCR

8:00am: Registration and Breakfast
- Participants were given informational folders at registration and randomly assigned to a focus area group.

9:00am: Welcome and Introductions
- Eugenio Marlin of the Ibero American Development Corporation and Project Hope welcomed participants to the charrette and introduced the morning speakers.

9:10am: Invocation
- Fr. Laurence Tracy of St. Michael's Church gave the invocation.

9:15am: Neighborhood Presentation
- Miguel Melendez of the Ibero American Development Corporation presented a slide show and video that showed the cultural vibrancy of the neighborhood and the neighbors' desire to improve it.

9:25am: Charrette Area Overview
- Roger Brown of the CDCR presented a slide show that informed the public about the essentialdesign elements of a neighborhood's public realm. This included photos of the study area and ideal spaces from other locations.

9:45am: Instructions for the Day
- Joni Monroe of CDCR provided instructions for the day to attendees and facilitators.

9:50am: Break into Focus Area Groups
- Participants broke into their pre-assigned small groups and met their facilitators.

10:00am: Group Walk in the Neighborhood
- Each group walked its respective focus area to see conditions firsthand the and start to generate ideas.

12:00pm: Working Lunch in Your Focus Group
- For the next two hours groups brainstormed using maps, tracing paper and flip charts to capture their ideas. Collaborative discussions resulted in innovative strategies to address focus area concerns.

2:15pm: Share Your Ideas
- Groups chose a representative to summarize their discussion. Notes and renderings were displayed for all to view. Participants contributed wide-reaching ideas for strengthening the neighborhood during this wrap-up phase.

3:45pm: Wrap Up and Next Steps
- Miguel Melendez thanked those in attendance and informed participants of the steering committee's next steps.

Charrette Results

During the charrette, members of the community were encouraged to generate ideas and identify ways to reinvigorate their own community. The following pages show their group notes, drawings and images in their entirety, without alteration. Readers are invited to review these details to understand how the charrette participants' work contributed to the vision plan for the entire revitalization area — the ultimate product of the charrette.

Charrette Event
Focus Area # 1: North Clinton Avenue Corridor

Description:
The focus area includes the length of North Clinton Avenue from the intersection at Upper Falls to the Intersection at Avenue D.

Concerns to Address:
- Safety of public spaces – safety is influenced by perception as much as it is by its physical environment, well monitored and maintained spaces are a necessity
- Public Health - Both psychological and physical impacts for residents and visitors
- Parking – Unmaintained parking lots, unclear signs, illegal parking causing unplowed streets
- Jay walking – Poor pedestrian circulation and connections lead to impromptu path making
- Vacant buildings – It is important that these buildings be repurposed where possible

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Primary Focus:
- Landscaping, signage, lighting
- Development of Identity - destination
- Parking - safe, well lighted, attractive
- Pedestrian connections
- Enhance existing businesses with façade improvements
- Highlight cultural / historic features
- Preserve and better utilize greenspace
- Street furniture and amenities

Goals:
- Make North Clinton Avenue a cultural destination for the community at large
- Ensure pedestrian and bicyclist safety
- Improve attractiveness of the Avenue
- Improve on park-like qualities of existing green space
- Improve the bus stops where applicable, provide shade, seating, and shelter for all stops
- Coordinate with the RGRTA to improve bus routes and stop locations
- Enhance opportunities for current and new businesses
- Improve parking opportunities along North Clinton Avenue

Develop Strategies to:
- Keep and attract new local businesses for a variety of services and goods offered
- Address the pedestrian, vehicular, bike, and public types of transportation within the neighborhoods with the consideration of parking amenities
- Encourage the repurposing of existing vacant properties while considering the appropriate amounts and uses of greenspaces
- Encourage the expression of cultural, architectural, and historical neighborhood identity

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Committee Identified Assets:
St. Michael's church, Don Samuel Torres Park, Greenspace (La Marketa site), School #20, El Pilon Restaurant, Burgos Tax, Salvation Army, Santidad Pentecostal, Group 14621 Community Association, Inc., North Clinton Avenue Firehouse

Source: CDCR

Group 1 A

Group 1 A:
- Lewis Childs
- John Lam
- Madeline Colon
- Gabriel Calon
- Rey Colon
- Roberto Burgos
- Sue McKnight
- Modesto Ilrizarry

Source: CDCR

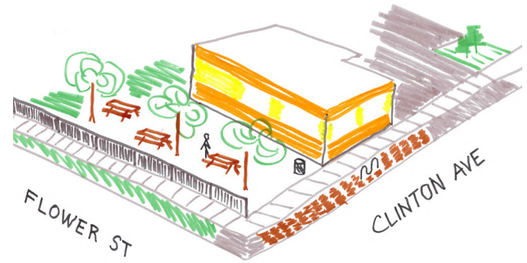
Group 1 B

Group 1 B:
- Tom Frey
- Leverett Copeland
- Vince Rusello
- Nana Andoh
- Bill Dean
- Chris Duerr
- Daisy Algarin
- Richard Rosen

Charrette Event
Focus Area # 1: North Clinton Avenue Corridor

Group 1 A

Notes:
1. Clean-up the open-air drug market with security patrols (nice uniforms)
2. Improving the environment for merchants (capture the traffic for business)
3. Instill and Puerto Rican/Hispanic cultural expression (positive) on the street.
4. Ex: Bright colors, music, aromas, food, coffee
5. Create a farmers/flee market destination in the neighborhood on certain days (wed. or fri.?) Maybe held at the old Star Market/Day Care Lot
6. Develop a multi-purpose events park (secure) at La Marketa Site
7. Change Bus shelters locations and not block the sidewalks
8. Plant more and more trees in certain locations. Ex: parking lot of Hickey/Freemans factory and other parking lots
9. Convert vacant lots next to businesses into green areas with trees and picnic tables for customers (must be trained by the business or in-fill businesses)
10. Swap church parking lot to create new businesses to re-claim street business scape (appearance)
11. Add more bike racks (strategically) i.e. in front of "El Pilon Rest", Ect. And all businesses
12. "La Avenida Internacional" … Flags from all countries, past, current, and future



Source: El Camino Revitalization Area Community Charrette

Source: El Camino Revitalization Area Community Charrette

Charrette Event
Focus Area # 1: North Clinton Avenue Corridor

Group 1 B

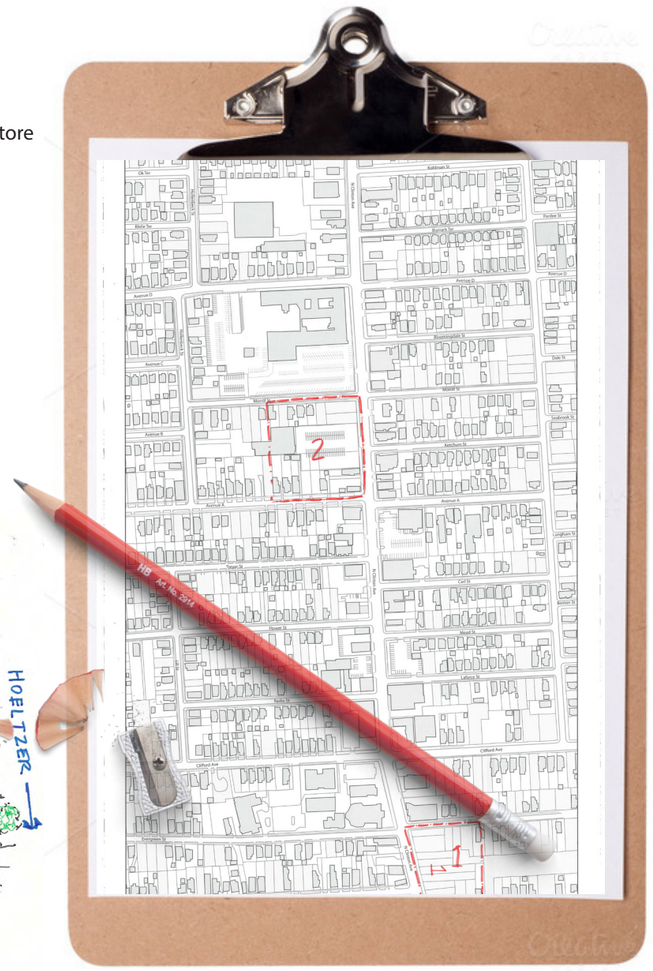
Vacant Areas of Opportunity

- Lots between Hoeltzer and Sullivan
- Eyes on the Street
- Problem drug activity on the west side
- Increasing pedestrian traffic to impact/diffuse
- Identify specific places salvation army + liquor store
- Needle sales (trillium)
- Ask city to identify grocery store… possible between Hoeltzer and Sullivan
- With courtyard "river-type" market
- Look at properties with violations
- Code enforcement (833 Clinton)

Areas of focus: Facades

- Uptown express (corner of Radio)
- Barber Shop (corner of Flower)
- Geland's Take-out
- Lilac Laundry

*Research city agreement with Church Parking lot owner



Source: El Camino Revitalization Area Community Charrette

Charrette Event
Focus Area # 2: Huntington Park and Saint Paul Street

Description:
This focus area includes all of Huntington Park and the length of St. Paul Street from Scrantom Street to Avenue A.

Concerns to Address:

- Public Safety – Traffic Calming (Look at bend at corner of St. Paul Street and Huntington Park)
- Public Health – Both psychological and physical impacts for residents and users
- Sidewalks and Curbing – Existing conditions and desired additions
- The Huntington Park mall (center median)
- Pedestrian crossings – Is it a safe route to school?

Primary Focus:

- Preservation of existing housing stock
- Greenspace enhancements (Huntington Park mall, other locations)
- Access improvements to River Trail

Goals:

- Preserve and restore prominent housing
- Enhance sight lines for the Saint Paul bend at the corner of Huntington Park

Develop Strategies to:

- Preserve existing housing and decrease the amount of homes divided into apartments
- Add or remove both pedestrian and road infrastructure appropriate to existing and future planning
- Improve and maintain Huntington Park as well as its relationship to St. Paul Street Corridor
- Increase awareness of the River Trail

Committee Identified Assets:
Housing stock, Free Deliverance Church, Jehovah's Witness, School #8, Huntington Park Neighborhood Watch

Source: CDCR

Group 2A

Group 2A:

- Roger Brown
- Mo Duggan
- Jim Sutton
- Angela Gamble
- Glen Gamble
- Bette Heinemann
- Claudia Edward
- George Paulia

Source: CDCR

Group 2B

Group 2B:

- Jules Chiavaroli
- Valerie Gilbert
- Francine Scott
- Gay Mills
- Lynette Robinson
- Chuck Smith
- Shirley Boone

Charrette Event
Focus Area # 2: Huntington Park and Saint Paul Street

Group 2 A

1. Street Infrastructure (curbs and sidewalks)
   - Increase safety for motorists and pedestrians
   - St. Paul Street curve safety issue
   - 2 yellow line to turn onto Huntington Park (needs to be dotted line)
   - Fluorescent arrows to indicate street curve needed in both directions on St. Paul @ curve
   - Shrubs on SE side of Huntington @ St. Paul
   - Would median on st. paul interrupt access to Huntington Gateway? Left turn lane or narrow St. Paul
   - Highlight crosswalks Clifford and St. Paul Huntington/St. Paul
   - Extend Huntington Mall @ Harris and include crosswalk
   - Stop sign and crosswalk @ Huntington Pk Apartments with push button
   - Riverbank (between St. Paul and George St. across from vacant lot – needs parking; this street also needs more trees
   - RTS Shelter, bench and trim hedges near stop @ Avenue A and St. Paul needs bump out
2. Parking and Signage
   - Gateway signage @ Huntington Parkway
   - Better trailway finding signage near church. Tie existing trail signage for trail together
   - Neighborhood watch signs needs two- one in each direction. Currently only one on Huntington Park
3. Trees/Beautification
   - Planters to help define Huntington Mall with flowers
   - Drieways need repair @ Huntington Park Apartment. Needs improved lighting @ driveway to Huntington Park Apartment
   - 120 Huntington Park – empty, absentee landlord – who is owner? Remove metal fencing; at risk for tax sale?
   - Huntington Parkway- crowded trees on tree lawn, leaves falling on roofs causing problems with gutters… trim trees
   - Colorful/decorated crosswalks
   - House on St. Paul with dumpsters- what is the status of the dumpster? Being rehabbed?
   - More trees on riverbank between St. Paul and Gorge
   - Hawkeye Parking lot/empty lots near biz what can be done to beautify?
   - Tash container for business for bus stop @ Avenue A + St. Paul

   @ Clifford + St. Paul

   @RC School
4. Collaboration/Community Building
   - Homeowners
   - Renters
   - Churches
   - Funeral home
   - Businesses
   - School

Get neighbors together to work on extension ideas for H.P Mall/X-walk

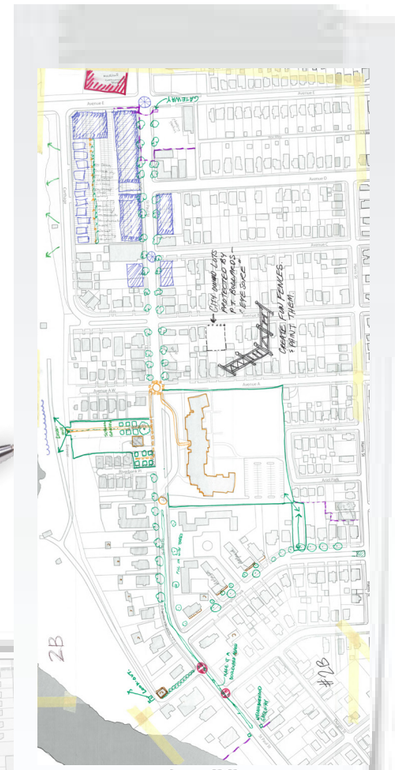
5. How to: Get Grants, Low interest loans, for homeowners

Source: CDCR

Charrette Event
Focus Area # 2: Huntington Park and Saint Paul Street

Group 2 B

- St. Paul Currently a traffic corridor and that's all… heavy traffic, especially around school
- Harris Street mixed with new and deteriorated buildings
- St. Paul st. nice mansions save most, demolish some
- Huntington park needs some repair
- Huntington Park housing complex needs landscaping
- St. Paul st. needs consistent street presence
- Bollards across from school needs beautification… see diagram
- House next to funeral home needs repair
  - Relationship to the river is a great opportunity
- School is a big green with off street parking.
  - Need to extend driveway to meet Avenue A, rather than St. Paul
- Kodak parking lot "gray field"/ground floor shops
  2nd and 3rd floor residential
  Called "hawkeye View" 40/60 mixed rate
- Trim back sidewalk bushes for safety
- Rename to St. Paul Blvd north of Clifford
- Install neighborhood gateway markets
- Street painting design at trails and school crossing



Source: CDCR

Source: CDCR

Charrette Event
Focus Area # 3: El Camino Trail and Conkey Avenue

Description:
This focus area will look at the immediate area east and west of the trail from Scrantom Street to Avenue D to include Conkey Avenue and its considerations towards the trail.

Concerns to Address:
- Public Safety – Enhance access points and sightlines on the trail, address illegal trail uses by motorized vehicles (ATV, motorbikes, etc.)
- Public Health – both psychological and physical impacts for residents and users
- Connections – Improve the opportunities to connect to El Camino from Conkey Avenue through existing vacant lots and other means

Primary Focus:
- Improve the connections from the trail to Conkey Avenue
- Improve the connections from the trail to Conkey Avenue
- Vacant housing and revitalization
- Vacant lots and opportunities

Goals:
- Encourage usage of the trail by residents
- Address litter issue on trail
- Improve attractiveness of trail
- Encourage more bicycle usage of trail

Develop Strategies to:
- Address the issue of litter on trail
- Discourage the illegal use of motorized vehicles on the trail while encouraging the use of bicycles
- Explore opportunities for group activities on trail
- Address vacant lots backing up to trail – Improve look of properties bordering the trail
- Engage both private and public property owners to improve the aesthetics of the properties bordering the El Camino Trail
- Engage the City of Rochester Ave D R- Center to use the trail for programming
- Encourage the repurposing of existing vacant properties while considering the appropriate amounts and uses of greenspaces
- Encourage the preservation and expression of cultural, architectural, and historical neighborhood identity

Committee Identified Assets:
- City of Rochester, Genesee Land Trust, Ave D R-Center, Conkey Cruisers, Group 14621 Community Association inc., El Camino Estates, Ibero American Development Corporation

Source: CDCR

Group 3 A

Group 3 A:
- JoAnn Beck
- Elizabeth Murphy
- Kathy Wood
- Deborah Puntenney
- Carlos Santana
- Wanda I Martinez
- Jose Carrasgrillo

Source: CDCR

Group 3 B

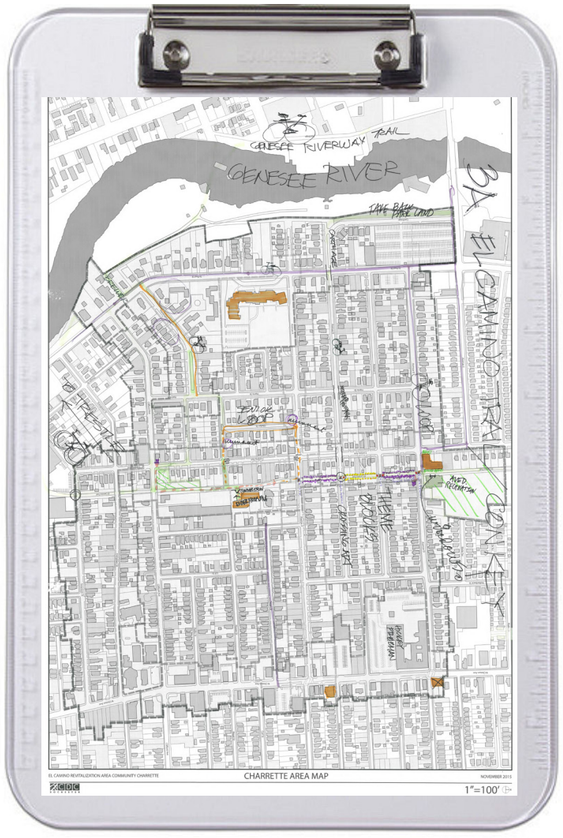
Group 3 B:
- Tim Raymond
- Laurie Bogmis
- William Johnson
- Richard Desarra
- Padre Tracy
- Vicens Fantauni
- Yahaira Vazquez

Charrette Event
Focus Area # 3: El Camino Trail and Conkey Avenue

Group 3 A

- More connections to other trail systems ✓✓✓
- Fences- Open views- visibility ✓✓
- Better signage with directions ✓✓✓
- Rumble Strips ✓
- Neighborhood Traffic Circle- traffic calming! ✓✓
- Extend the trail to the trestle ✓
- Invite groups to use trail- critical mass ✓✓✓
- Blocking trail to be "get-away" trail ✓
- Security Cameras on trail ✓✓
- Address public safety concerns ✓
- Job incubator ✓
- Unifying facades of mini markets ✓✓
- Mural art on security screens over doors ✓✓
- How to get businesses to be engaged in making stores more welcoming and aesthetically pleasing ✓✓✓
- Bike patrols – community members and police officers ✓
- Community Center ✓
- Gladys Street – great street, potential! ✓✓
- Legalize marijuana ✓✓✓
- Benches on trail – neighborhood ✓
- Theme along trail- ex: this represents… ✓✓✓
- Memorial trees for "RIP Memorials" ✓
  - More street tree placement
- More snowshoeing/skiing ✓✓
- Street signs along trail (where am I on the trail? What street? ✓✓
  - Where can I go on the trail? ✓
- Trail maintenance- more volunteers! ✓✓
- Community engagement! ✓
- Deal swiftly with abandoned properties ✓✓✓
- Bike share along the trail ✓✓
- Walking Wednesdays- group walks ✓✓
- Paz-taz along the trail ✓
- Dog park- social area- information about animal care ✓
- Signs to river trail connection ✓✓
- Collaborate with churches along/near the trail ✓✓
- Underground utilities ✓
- More murals/street art ✓✓✓
- Crosswalk art ✓✓
- More police presence ✓
- Accountability from Landlords ✓✓
- Façade improvement/Grants/Support ✓✓
- Better fencing ✓✓
- Fragrant plantings ✓✓
- Fruit trees, berry brambles ✓✓
- Butterfly gardens/bird feeds (expanded) ✓✓
- Little free library ✓✓✓
- Crosswalk lighting- pedestrian crosswalk lighting flush with street pavement ✓✓
- Better signage/garbage cans/recycling cans ✓✓
- Speed bumps ✓
- Community garbage/recycling center ✓✓
- Windows in Avenue D Rec Center ✓✓
- Child care/health care in neighborhood ✓

El Camino and Conkey Avenue Themes:
- ✓ Safety
- ✓ Culture/History
- ✓ Community Involvement
- ✓ Trail Useage/ Enhancement
- ✓ Aesthetic/ Character of Public Realm



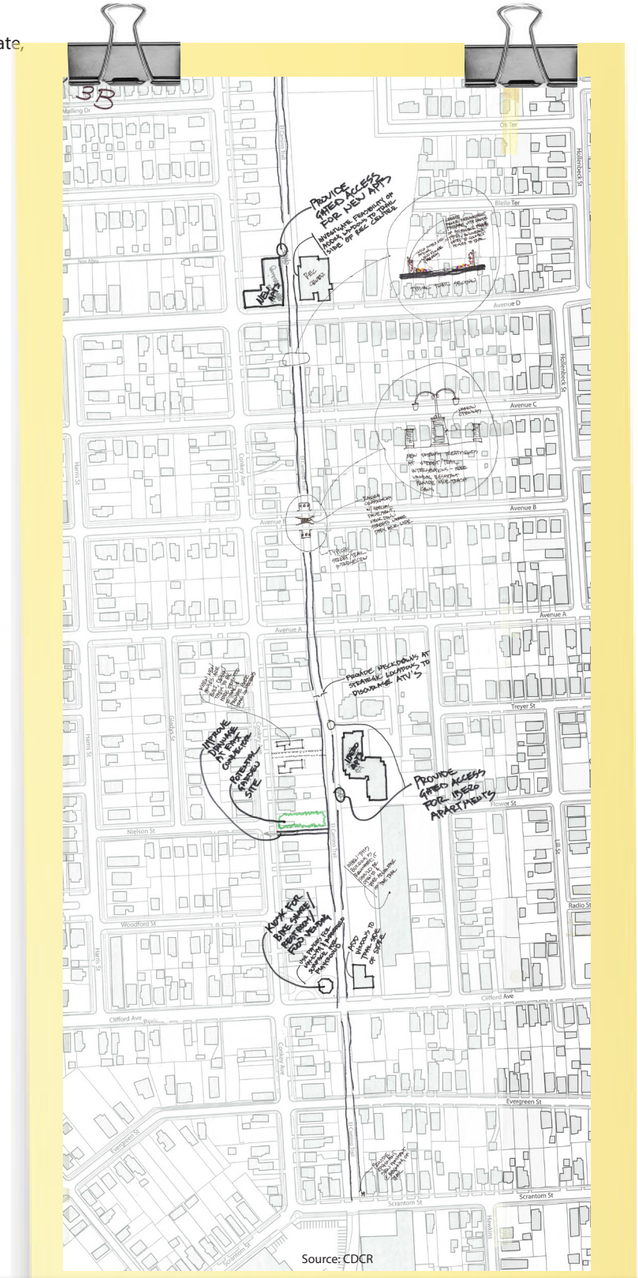
Source: CDCR

Charrette Event
Focus Area # 3: El Camino Trail and Conkey Avenue

Group 3 B

Observation –for revitalization

1. Multi-residential complex, install access from trail with gate, ex. Affordable, Avenue D
2. Address motorize access with neck down at cross road access/entrance etc.
3. Uniform edge treatment along trail
   a) Create program to trail scrape
4. Intersection signage damage, alternate material
5. Bike locking rack for residents
   Bikes which have some locking system (kiosk)
   Combine with restrooms and self-service food station
6. Improve current excess to the trail
7. Propose liter container at the intersection
8. Have schedule bike rides around through the city, neighborhood walks, schools, cub scouts
9. Have directional lighting that reflect down the trails
10. Redesign the intersection (raise crossing)
11. Vacant lots: build new ones that place the trail and help connect to the trail, green acre
    Have new houses design that connects to the trail



Source: CDCR

Charrette Event
Focus Area # 4: Development of Conkey Corners

Description:
This focus area will look at enhancement to three very specific corners along Conkey Avenue that serve as major nodes to the community and provide access to the Trail, Avenue D R-Center and other assets in the community.

- Intersection 1: Clifford and Conkey Avenues
- Intersection 2: Avenue A and Conkey Avenue
- Intersection 3: Avenue D and Conkey Avenue

Concerns to Address:

- Traffic speeds
- Vacant lots
- Vacant structures
- Intersection enhancements
- Signage

Primary Focus:

- Opportunities to improve public realm at these major intersections in the center of the community

---

Goals:

- Address safety concerns regarding these corners
- Encourage more families to be out and use Conkey Corner Park
- Bring seniors out of their housing unit at Ave A and Conkey Ave
- Make crossing at the Ave D safer for children
- Improve the attractiveness of each intersection, where appropriate

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Develop Strategies to:

- Positively counter illegal activity on street corners
- Address on-street parking
- Incorporate traffic calming tools and strategies into future planning
- Encourage the repurposing of existing vacant properties while considering the appropriate amounts and uses of greenspaces
- Encourage the expression of cultural, architectural, and historical neighborhood identity

---

Committee Identified Assets:

- Friendly Mart, Conkey Corner Park, Genesee Land Trust, Ave D R-Center, City of Rochester, Vacant structures, Vacant lots, Michelson Building, Urban League, El Camino Estates, Ibero American Development Corporation

Source: CDCR

Group 4 A

Group 4 A:

- Ada Santos
- Glerizbeth Sanchez
- Pastor Jose Martinez
- Lercy H. Santos
- Amanda Pagan
- Samuel Quinones
- Howard Decker
- Aaron Lehman

Source: CDCR

Group 4 B

Group 4 B:

- Ida Perez
- Pearlie Clay
- Wanda Jurado
- Douglas Jurado
- Jennifer Takatch
- James Reynolds
- Miguel Melendez
- Bonnie Cannan

Charrette Event
Focus Area # 4: Development of Conkey Corners

Group 4 A

1. People make places
2. Security and safety are essential
3. Active presence assures a better place
4. The best intersection has buildings, not empty lots
5. Pastor Jose's church could find a home here
6. The community needs to be allowed to make their place work ("no" isn't the future)
7. The church could be combined with other uses
8. Re-evaluate how the city of Rochester invests in the neighborhood
9. Enhanced police presence (45 minutes vs. 5 hours, not in cars)

Some Questions:

- Short-term — Long-term
- Active — Passive
- Public — Private

Clifford/Conkey

- Drug Problem
- Mobile police headquarters
  - In places as needed
  - Patrols needed
- Prostitution problem
- Bikes stolen from parks
- Avenue D/Conkey
  Community takes care of
- Clifford and Conkey
  Demolished due to crime taken place in building

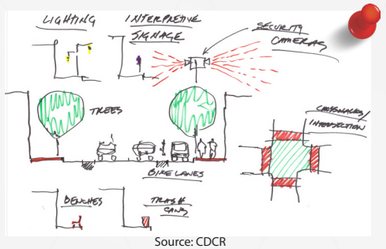
Conkey/Corners

- Avenue A to Clifford drug traffic
- Temporary block
- Right person to move into new housing
- Approached to buy dirty guns just because wearing motorcycle club
- Cameras?
- State troopers patrol areas, more than RPD
- Remodeling building on Avenue D/Conkey
- Passive use brings drugs
  - Stores
- Needs active uses
  - Housing is better

Short term:

- Cameras
- Background security
- Police don't patrol as needed
- Only keeps them away for 10 minutes
- 1:00pm
  on stand on streets to sell drugs, won't move, 10-20 people
- Church Pastor Jose
  - 9-10 cars in back lot
  - The rest in lot across the street
    Wants to provide blankets and hot coffee for people
    Two options (parking lots) to build on
- Public realm
  - Crosswalks
  - Signage
  - Plantings
- Drugs solution
  - Will not change unless people become involved
- Safety
  - Police station in neighborhoods

Source: CDCR



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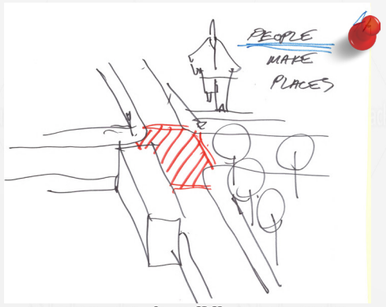

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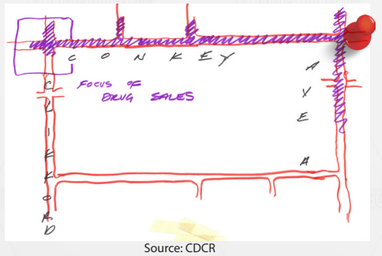


Source: CDCR

Charrette Event
Focus Area # 4: Development of Conkey Corners

Group 4 A Continued

Group notes:

Options:

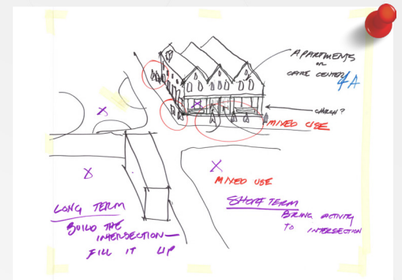
1. Houses on corner
2. Church
3. Police station/cameras
   - Fill Corner/Keep park

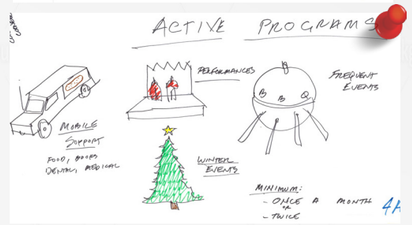
1 story church
Apartments above or
Basic care center (developer as partner?)
Church first, other afterwards
Security and safety people live/work there
Short term goal: bring activity
Long term goal: build intersection (fill)
Short Term Objectives:

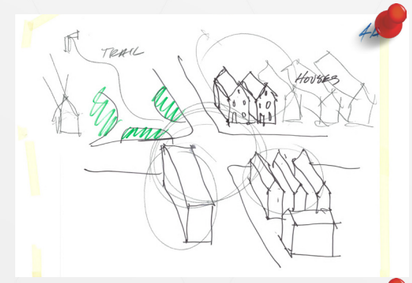
- Lighting
- Signage – interpretive
- Trees
- Cameras
- Bike lanes
- Visable windows
- Benches
- Cross walks
- Trash cans
- Utilities and asthetics

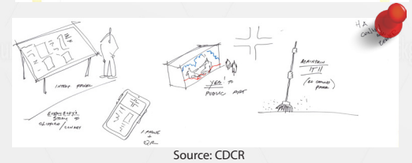
Private…… Public
Get public investment with private investment as a mirror image
Story of Place
Community involved w/changes
Tree lighting at Christmas
Activities once a month minimum
Mobile services
"mobile support"
Food
Medical
education
"kickoff"
get support
Present

1. people make places w/ imposed security
2. security is essential
3. act uses make for better places
4. housing with background check
5. no empty lots








Source: CDCR

Charrette Event
Focus Area # 4: Development of Conkey Corners

Group 4 B

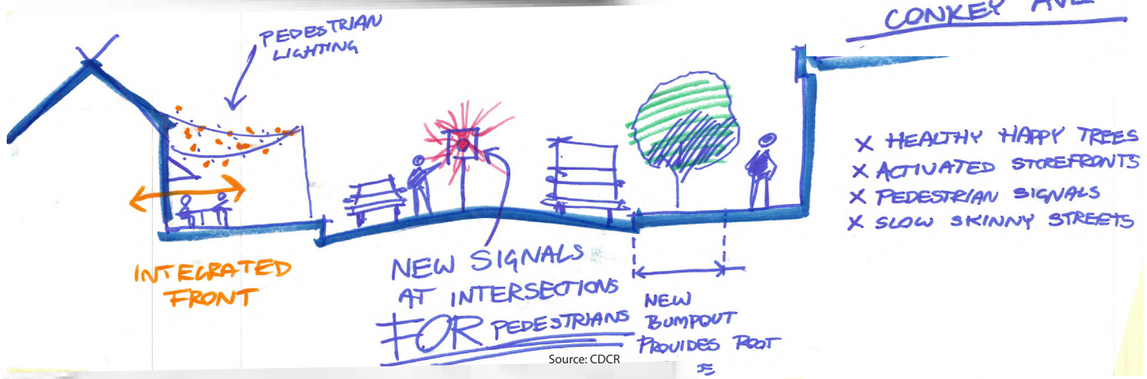
Conkey and Clifford

Good
- Potential for interaction at intersection
- Community garden
- Connect 3 corners for city park
- Connect parking at Ibero to park- remove fencing for access
- Add parking adjacent to store

Bad
- Street parking for deliveries blocks flow of traffic
- Store lacks windows/transparency
- traffic

Connect 3 Intersections with related items:
- lighting (more pedestrian)
- plantings
- crosswalks

Source: CDCR



Source: CDCR

Avenue D and Conkey

Good:
- 182 big new bird building
- Next to trail
- Vacant lots that can be park on gardens
- Add community input on 2 vacant lots
  - Garden
  - Corner park
  - Outdoor movies
  - Water park

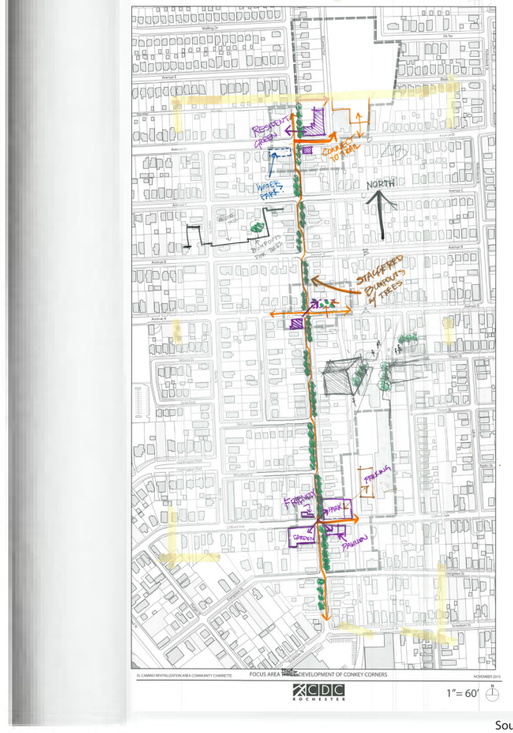
Bad:
- Needs landscaping
- Undersized rec-center for area- increase size and visibility
- Sitting area across from apartment building
- Queen- exterior- add glass and lighting (better)
- Need crosswalks
- Signal light (previously had one… now removed), now is 4-way stop

Source: CDCR

Charrette Event
Focus Area # 4: Development of Conkey Corners

Group 4B Continued

Conkey and Avenue A
- commercial building on corner – new owner/new life
- broad community involvement for future development
- old sidewalks
- no formal crosswalks
- creating more definition up to sidewalks
- empty building needs to be a business that is mostly needed by the community
- business longevity and commitment to neighborhoods
- incentive to live above your business
- building life outside the walls – spread out to the sidewalk- due to wide sidewalk
- 2 brand new houses
- Uneven care of the exterior of the housing. Lack of continuity
- Encourage home ownership
- Hold landlord responsible by residents and city and hold city accountable
- Good features but needs repairs for many of the houses.
- Better street lighting
- Low hanging wires
- Gateway



Source: CDCR

Charrette Event
Focus Area # 5: Neighborhood Streets

Description:
This focus area will look at both two-way and one-way streets in the neighborhood to consider design enhancements can improve safety, transportation (vehicle, bicycle, pedestrian), and overall quality of life.

Concerns to Address:
- Traffic Calming on all street examples but particularly look at ways to address speeding on narrow One-Way streets
- Housing conditions and opportunities to enhance existing housing stock
- Sightlines for all modes of transportation (bus, car, bike, pedestrian)
- Lack of Trees aligning the street
- On-street parking

Primary Focus:
- Reconsider the built environment for all occupants, from youth to senior
- Create new opportunities for residents to enhance the street in which they reside
- Improve usability of the neighborhood (street conditions, sidewalks, curbing, striped lanes & crosswalks, signage, etc.)

Goals:
- Improve overall look and attractiveness of the streets
- Slow the traffic on the street
- Plant trees on the street sides
- Utilize greenspace

Develop Strategies to:
- Calm the street traffic – use traffic calming techniques in redesign
- Restructure the existing street infrastructure to calm traffic and improve parking
- Reuse the vacant lots for positive community activities
- Urban reforestation of the neighborhood

Committee Identified Assets:
Housing stock, tree lawns, vacant lots, vacant structures, width of street(s), lighting, connecting streets

Source: CDCR

Group 5 A

Group 5 A:
- Grace Fuller
- Isnaud T. Caned
- Thomas Cuyler
- Esteban Palacio
- Mary Scipioni
- Rachel Arnold
- Theresa Lou Bowick

Source: CDCR

Group 5 B

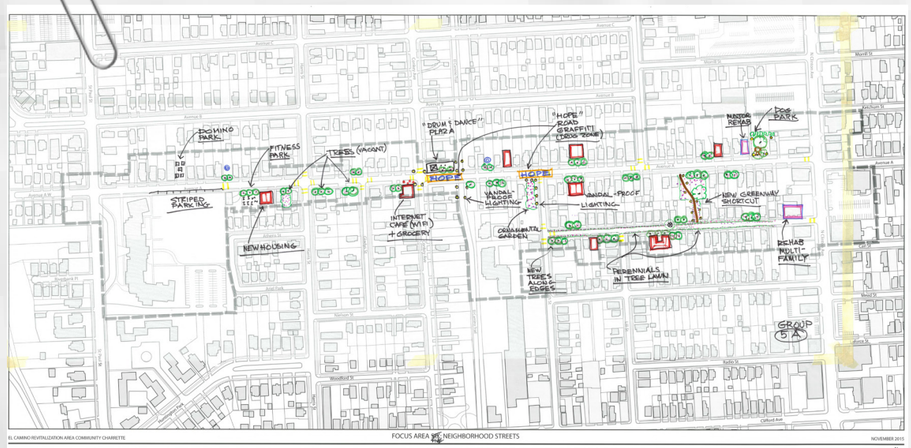
Group 5 B:
- Kevin Farrell
- Annette McFarland
- Paul Minor
- Betty Dwyer
- Brian Kelly
- Jeff Mroczek
- Ausberto Vargas

Charrette Event
Focus Area # 5: Neighborhood Streets

Group 5A

Group Notes:
Challenges:
- Chainlink
- Drug activities
- Lack of lighting
- Excessive # dish sattelites
- Needs paint
- Garbage cans visible
- Porch conditions
- Vacant lots
- No gathering places
- Lack of positive action
- No businesses
- Poor signage
- Lack of trees/flowers
- House numbers missing
- Garbage
- Disabled vehicles
- Poor street markings
- Decrepit fencing

Solutions:
- Tear down houses that are too far gone
- Build dog park
- Renovate large-multifamily on north side of Treyer near Clinton
- Fine landlords for garbage cans in front
- Plant flowers on tree lawns along Treyer and trees in vacant lots
- Paint graffiti on street surface (street art)
- Vandal proof lighting
- No seating in parks
- Anti-drug graffiti art
- Use trees to hide parking
- Add greenway from Avenue A to Treyer where large vacant lots connect
- Have a front garden competition for cash prize ($1000/$750/$500 – 1st, 2nd, 3rd prizes)
- Remove female gingko tree on Treyer
- Add street trees inside sidewalks where possible
- Tree planting program for vacant lots
- Mark parking next to school
- Add multifamily housing on large lots
- Drumming/dancing area on vacant lot
- Corner of Conkeye/Avenue A- internet café- ballroom- studio upstairs
- Lighting on corners
- Beautify porches/stoops (paint/repairs)
- Some pocket parks with games like dominoes
- Pocket parks with shrines
- Fitness/circuit park on large vacant lot
- Consolidate/move sat. dishes

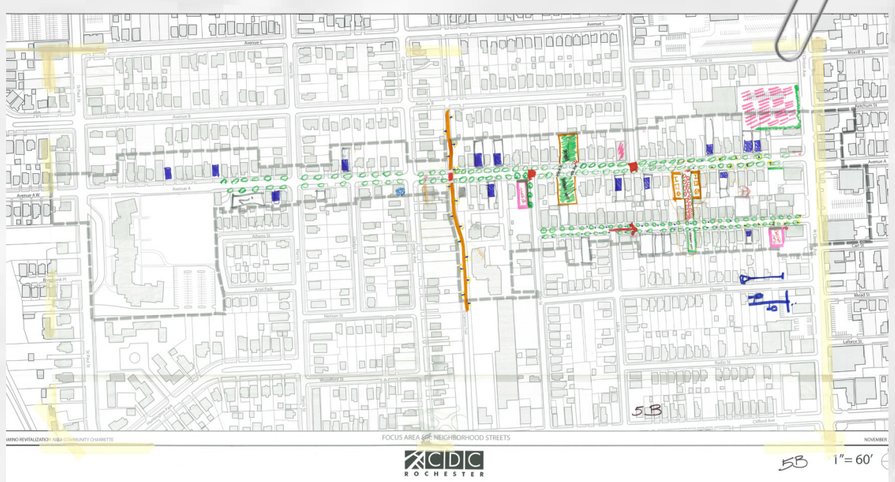


Charrette Event
Focus Area # 5: Neighborhood Streets

Group 5B

Group Notes:

- Bury power lines
- Street trees
- Replace curbing
- Street lighting- scale/ped.
  - Character
  - Pedestrian scale
  - No wood poles
- Crosswalks:
  - Striping
  - Decorative
  - Art
- Trash cans:
  - Litter clean up
- Commercial
  - Eliminate roll-up shutters
  - Transparency/window displays
- Establish community
  - Resource center
  - Avenue A/Conkey
- Neighborhood Solar Array
- Community Farming
  - Chickens/goats/bees
  - Vacant lot use
- Empty lots
  - Infill housing
  - Recreation (basketball)
  - Gardens
  - Community space
  - Reforest
  - Skate park
  - Small playground
- Code enforcement
  - Litter/trash
  - Abandoned vehicles
  - Home condition
- Street furniture/ gardens
- El Camino
  - Greater street crossing emphasis
  - Lighting/cameras/safety



Charrette Event
Focus Area # 6: Underutilized Buildings and Sites

Description:
The focus area includes all underutilized buildings and sites in the area, to include vacant buildings (both residential and commercial), vacant lots, and existing occupied assets that have the potential to further enhance the community.

Concerns to Address:

- Safety of public spaces – safety is influenced by perception as much as it is by its physical environment, well monitored and maintained spaces are a necessity
- Public Health – both psychological and physical impacts for residents and users
- Vacant buildings – it is important that these buildings be repurposed where possible
- Underutilized assets – spaces in the community that are occupied but have potential to be a stronger asset to the neighborhood in some way.
- Trash and debris accumulated in the area

Primary Focus:

- Landscaping and maintenance
- Opportunities to improve public realm
- Pedestrian connections
- Preserve and better utilize greenspace
- Vacant buildings and revitalization opportunities
- Vacant lots and development opportunities

Goals:

- Improve attractiveness of the area
- Improve on park-like qualities of existing green space
- Reuse structures to bring in opportunities to area – attract new businesses
- Strengthen existing but underutilized assets (Parks, Institutional Assets, Associations, underutilized facilities, etc.)
- Create economic opportunities using underutilized assets

Develop Strategies to:

- Encourage the repurposing of existing vacant properties (residential, commercial, industrial, and "floors over retail") while considering the appropriate amounts and uses of greenspaces
- Reuse greenspace (Vacant lots on corridors, lots mid-block, corner lots, lots in industrial spaces)
- Create opportunities for healthy living (exercise sites, vegetable gardening, shorter blocks, etc.)
- Utilize spaces to enhance the local economy – Introduce renewable energy to the neighborhood, food supply, employment and training,

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Committee Identified Assets:
Vacant lots, vacant residential structures, La Marketa site (North Clinton and Sullivan), vacant Fish Market (corner of Evergreen and North Clinton Avenue)

Source: CDCR

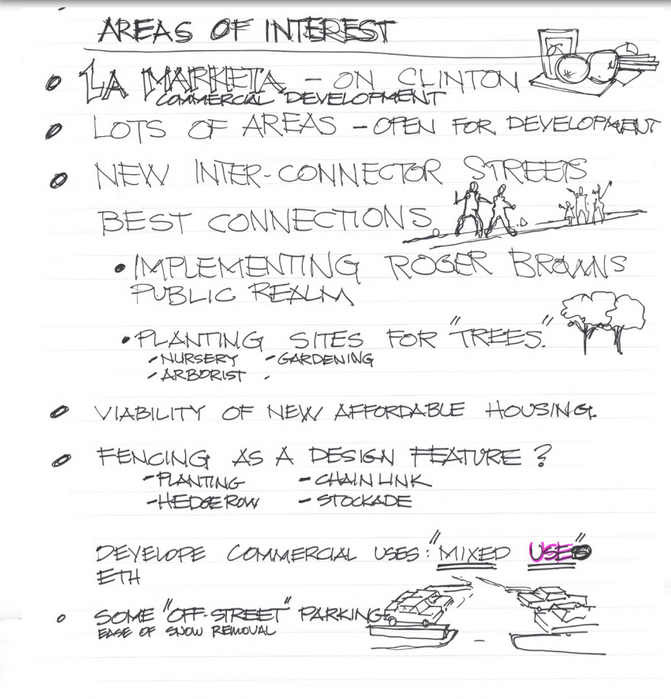
Group 6 A

Group 6 A:

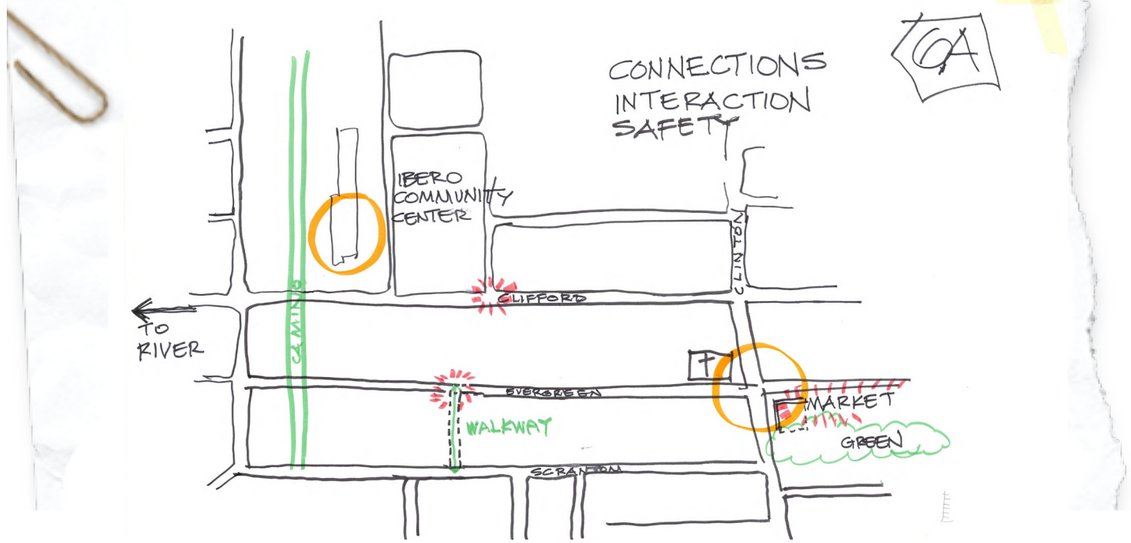
- Luis Burgos
- Jim Fraser
- Paul Tankel
- Giovanna Potesta
- Peter L. Morse
- Steve Takatch
- Eugenio Marlin
- Melissa Carlson

Charrette Event
Focus Area # 6: Underutilized Buildings and Sites

Group 6A

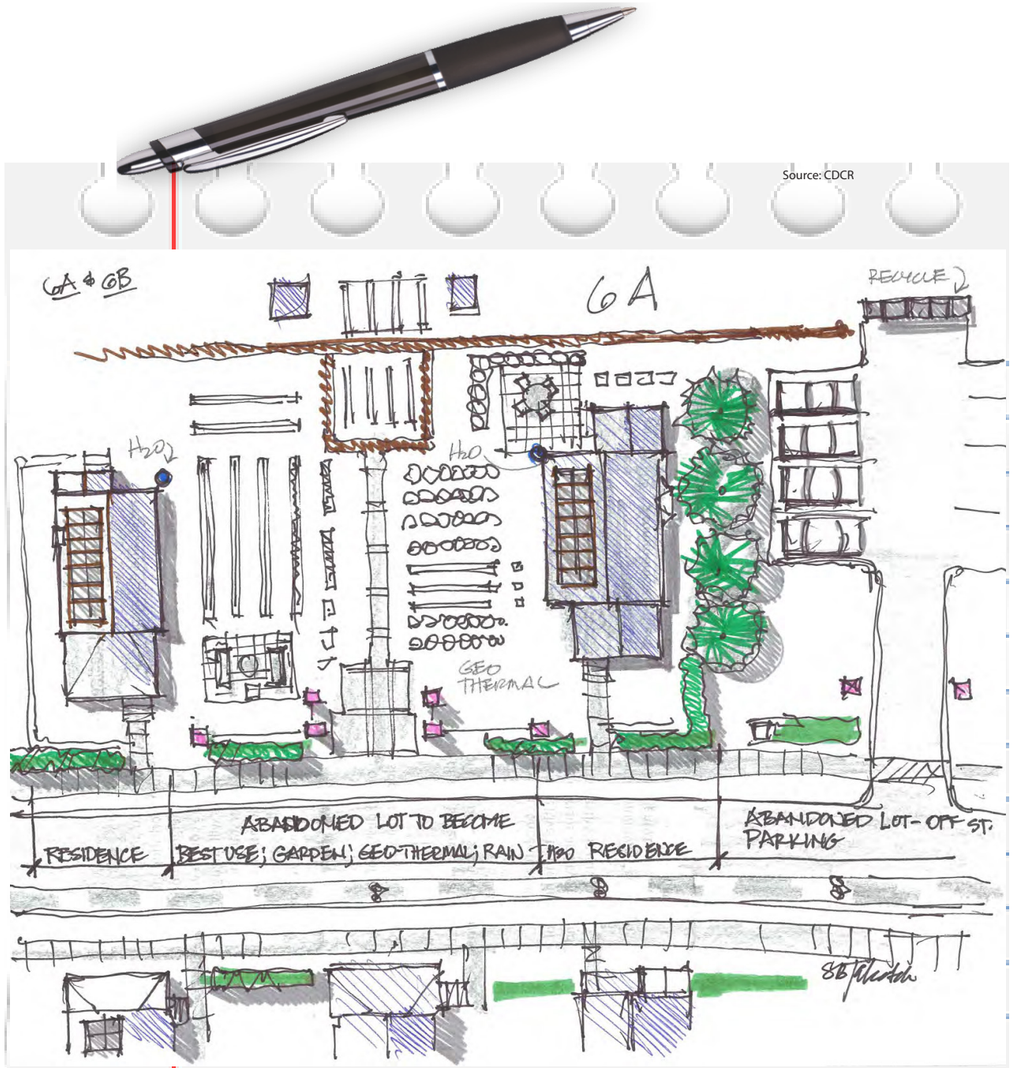


Source: CDCR



Charrette Event
Focus Area # 6: Underutilized Buildings and Sites

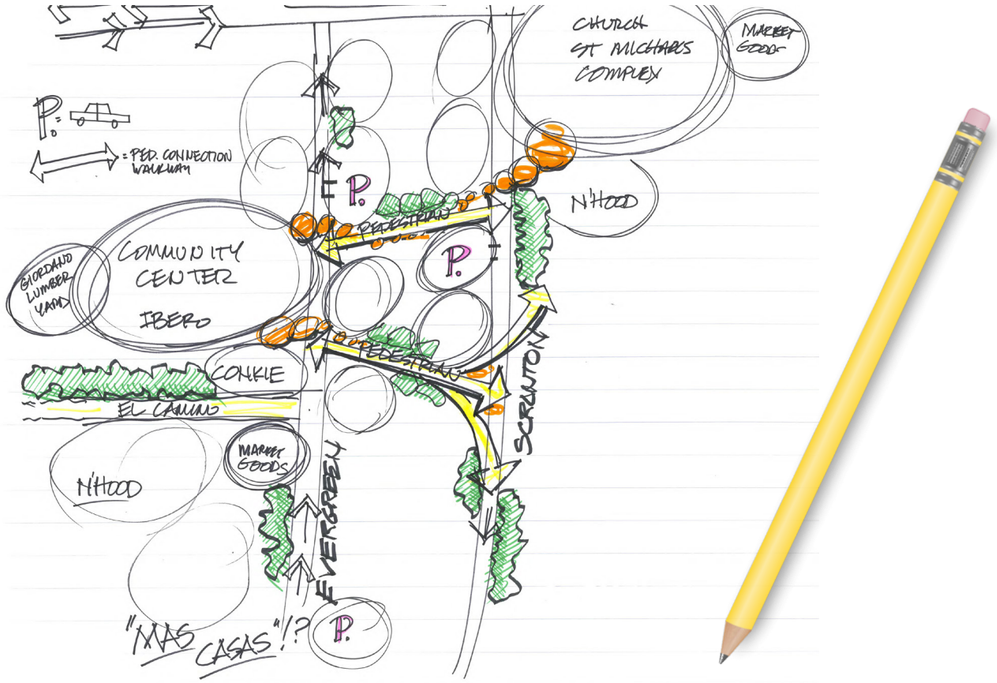
Group 6A Continued



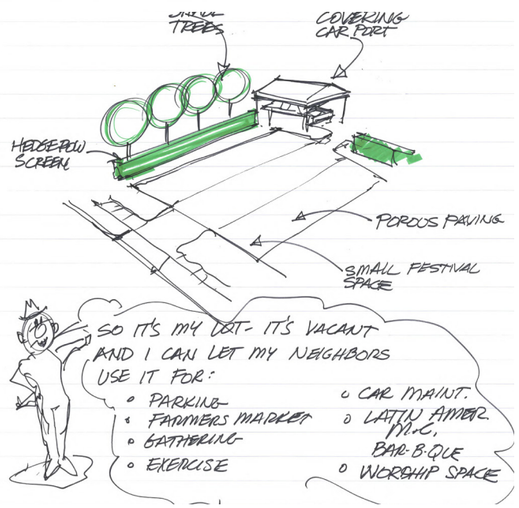
Source: CDCR

Charrette Event
Focus Area # 6: Underutilized Buildings and Sites

Group 6A Continued



CONNECTIVITY THROUGH AREAS OF INTEREST



Vision Plan Development

The El Camino Revitalization Area (ECRA) Vision Plan captures the hopes of the entire community for their public realm. Developing a community-wide vision for ECRA ensures continuity and coordination. Strategies for individual streets, buildings and parks are knit together into a cohesive document that seeks to advance the whole neighborhood.

This Vision Plan provides community members with a set of agreed-upon concepts and principles arrived at through a thorough vetting process. Leaders can consult it for ideas that are centered on the community's needs and desires. In this way, it will continue to be an important tool for all those who want to promote vibrant community life.

Vision Plan Development
This Vision Plan is based on ideas gathered during the community design charrette on November 7th, 2015. The Community Design Center Rochester's (CDCR) Design Team compiled the charrette results and reported these back to the ECRA Steering Committee on December 3rd.

The CDCR team of architects and designers then got to work developing ideas into designs. Preliminary conceptual designs for buildings, streets and green spaces were vetted by the El Camino Revitalization Area Steering Committee and then presented to the community at an April 27, 2016 public presentation held at Saint Michael's parish hall. Following an overview of the preliminary designs, community members shared their feedback on survey forms and directly to CDCR Design Team members.

Designs were then refined by CDCR and are reflected in the final vision plan.

Source: CDCR
April 27th Preliminary Community Presentation

Source: CDCR
RIT Pin-up Critique

Guiding Principles

The ECRA Steering Committee also used input gathered during the charrette to develop guiding principles. These principles provide the foundation for future redevelopment of ECRA and are incorporated the vision plan. Throughout the democratic process that led to the development of the following principles the Steering Committee kept equity and access in the forefront of their decision making.

1. **Reinvigorate existing assets and places in the community**
   - Create new or reinvigorate existing destinations;
   - Support events and activities in strategic locations;
   - Partner with existing organizations and institutional assets to enhance or expand what they do – help build their capacity;
   - Create strategy for everything in the community – vacant buildings, spaces, potential challenged properties, etc. – scrutinize demolition, criticize outsiders with plans for this community without engaging this community. Be vigilant about the assets that currently exist.

2. **Improve the architectural edge of the community**
   - Façade improvements, respect for neighborhood style/history, design integrity;
   - Landscaping – trees, garbage, curb appeal, maintenance;
   - Encourage higher standards for all property owners in the community (owner-occupied and landlords);
   - Develop strategies that enhance the physical appeal of properties in the neighborhood.

3. **El Camino, a neighborhood you can walk**
   - Streets, corridors, parks and campuses all feel walkable and bike friendly;
   - Traffic calming – bump-outs, bikes lanes, enhanced crosswalks, street art projects, and other measures to reduce vehicular speeds;
   - Accessibility / awareness to existing bike and pedestrian connectors such as El Camino and the Genesee River Trail;
   - Safe access to bus routes by bike and pedestrian users, to include shelter infrastructure;
   - Improve lighting, particularly being considerate of the pedestrian;
   - Investigate opportunities to improve traffic design (one way and two way streets, remove alternate parking, etc.)
   - Consider safety in all aspects of design from the purview of a pedestrian first, a bicyclist second, and a motorist third.

4. **Connect everything and everybody**
   - Design the neighborhood to be connected, allowing for more networking opportunities. Walkability allows for impromptu relationship building, allowing for natural growth. Residents seeing each other more often allows for more connections and a higher likelihood that they can be engaged in civic activity;
   - Use assets to connect people. Businesses. Arts. Culture. Institutions. Organizations. Everything that exists within the community must feed into the connectedness, sharing the vision of a community that collaborates to revitalize itself;
   - By utilizing existing, creating new destinations and networking opportunities, the neighborhood will feel safer. More residents will know each other, build trust, and be connected;
   - Design shorter blocks where there are spaces for people to get together for informal gatherings and the community has more connection to destinations via multiple modes of transportation.

5. **Celebrate our history and neighborhood personality**
   - Celebrate the People/Family/Heritage/Diversity;
   - Value stability – long-standing families in this community for generations;
   - Recognize that this is a community of activism, immigrants, labor movements and much more;
   - Create public ways to honor the history and community. Develop festivals, art in public spaces, and signage or plaques honoring prominent locations and movements associated with the community;
   - Create educational curriculum to be used by local institutions or neighborhood schools that honors history and understands the rich culture and diversity of the area.

6. **Recreate our local economy, recirculate the dollar in the neighborhood**
   - Promote existing businesses;
   - Attract new businesses with more variety that fit the community's needs, celebrate heritage and are inclusive;
   - Expand concept of "International Avenue";
   - Investigate other business models with potential worker owned co-ops / community shared assets / maker spaces / micro-enterprise / etc.;
   - Engage the North Clinton Avenue Business Association;
   - Create standards and develop accountability between the residents and commercial enterprises;
   - Support the development of neighborhood destination and identity, serving the needs of residents and businesses alike.

**Icons are used throughout the Vision Plan to tie strategies to specific guiding principles.*

Source: CDCR

SUNY Alfred State Preliminary Work Presentation to Steering Committee

Vision Plan Organization

The vision plan for the El Camino Revitalization Neighborhood includes maps, photographs, renderings and written descriptions. It is organized by Focus Area as follows:

- #1: North Clinton Avenue Corridor
- #2: Huntington Park and Saint Paul Street
- #3: El Camino Trail and Conkey Avenue combined with #4 Development of Conkey Corners
- #5: Neighborhood Streets
- #6: Underutilized Buildings and Sites
- A large format map follows the Focus Area section. This provides an overall view of the study area and includes details about green infrastructure, transportation infrastructure, and the built environment.

Vision Plan
Focus Area # 1 North Clinton Avenue Corridor

Source: Rochester Public Library
North Clinton Avenue, early 20th century

http://www.hickeyfreeman.com/aboutus.aspx
Hickey Freeman employees, North Clinton Avenue, early 20th century

Source: en.wikipedia.org
Saint Michael's Church, North Clinton Avenue

https://lh5.googleusercontent.com/
Hickey Freeman Building Entrance, North Clinton Avenue

Description
North Clinton Avenue, also known as La Avenida, has historically served as an important commercial corridor for Rochester's northeast quadrant. Businesses of many types thrived here until the local garment industry faltered and retail businesses followed residents to suburban communities. Fortunately, the section of North Clinton from Upper Falls to Avenue D still boasts many community assets. Among these are St. Michael's Church, the Salvation Army, Hickey Freeman, the La Marketa development site and many small and medium sized retail businesses. Recently the city of Rochester invested $1.9 million in streetscape improvements which provide a foundation upon which to rebuild this corridor. New street lights, ornamental crosswalks and gateway elements set the stage for redevelopment of the corridor as a cultural and commercial destination.

Concerns to Address
In order for North Clinton Avenue to once again be a successful commercial corridor it must be attractive, safe, and accessible. Today vacant or poorly maintained commercial buildings and parking lots dot the corridor. Breaks in the fabric of the commercial building stock hinder the area from being viewed as a shopping destination. Vacant lots and empty buildings make pedestrians, bicyclists, and drivers feel isolated and unsafe when entering or exiting a building.

Primary Focus
Return North Clinton Avenue to the thriving commercial corridor it once was. Repurpose existing commercial buildings to preserve the fabric and heritage of the public realm. Design new infill structures to complement existing architectural styles. Celebrate the identity of the corridor by improving the overall streetscape. Enhance pedestrian and bicyclist connections, and provide well-lit, attractive parking.

Goals
Create an attractive cultural and shopping destination with wide appeal. Provide entrepreneurial opportunities and jobs. Ensure safety for all. Improve amenities and connectivity to better serve the public. Enhance individual buildings so that businesses will locate and thrive in the community. Create new businesses and entrepreneurs.

Strategies
- Keep and attract **local businesses** to improve variety of services and goods offered;
- Address pedestrian, vehicular, bike, and public **transportation** within the corridor and its connection to neighborhoods;
- Encourage the **repurposing** of existing vacant properties while considering the appropriate amount and uses of greenspace;
- Encourage the expression of cultural, architectural, and historical neighborhood **identity**.

Vision Plan
Focus Area # 1 North Clinton Avenue Corridor

Focus Area #1

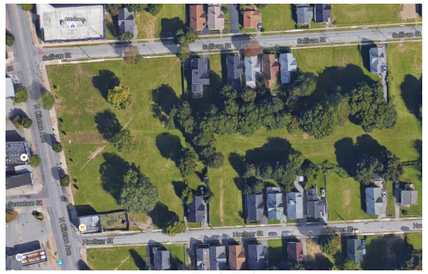
Source: CDCR
Not to Scale
Focus Area # 1 North Clinton Avenue Corridor

La Marketa Area

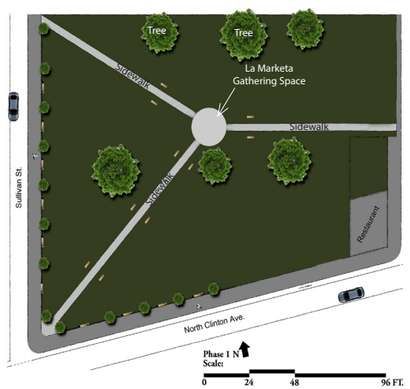
Related Strategies: local businesses | repurposing | identity
Relating Guiding Principles:

Revitalization efforts for the La Marketa Urban Renewal District date back to the 1990's. Past efforts have included site assembly and building demolition. Early plans for one large Hispanic-themed supermarket have given way to scalable, incremental development that would provide a wider variety of goods and services to the community and entrepreneurial opportunities for new and existing business owners.

Because of its size and location, the La Marketa site provides a unique opportunity for redevelopment. Renewed attention from the city of Rochester, when coordinated with the community's vision, will result in a unique gateway and shopping destination that celebrates the history and heritage of the neighborhood. Until the site can be populated by infill commercial and mixed use buildings, phased uses that encourage entrepreneurship and community-building promote the final objectives of the community.



Source: Google Earth
Existing: La Market Site, 800 Block North Clinton Avenue



Source: SUNY Alfred State
Enhanced: Phase 1 site amenities

Phase 1: Site Amenities
Site infrastructure such as sidewalks across existing beaten paths, benches, signage and lighting will provide a foundation for further short and long term site development. Access to temporary water services on site will provide more flexibility for vendors and for community events.

Amplifying La Marketa site amenities, including appropriate crosswalks and sidewalks, are critical to creating a safe, welcoming environment connecting La Marketa to the corridor. Vendors and customers alike will benefit from access to a sheltered bus stop.

Vision Plan
Focus Area # 1 North Clinton Avenue Corridor

Focus Area #1

Source: http://s2.accesoperu.com/
Example: Phase 2 lower cost market structures for vendors

Example: Cultural recognition with banners or flags

Example: Temporary market setup

Phase 2: Market Place
During this phase kiosks, tents, and booths would allow vendors a low cost opportunity to sell products to the community. Banners, flags and signage that are easily set up and removed would be used to announce market days and community programs.

A regularly scheduled market for fresh and prepared food, goods and services will create recognition of the site as a community gathering spot and shopping destination paving the way for infill development.

Building on the theme of La Avenida, the market should celebrate shared heritage by flying international flags representing the cultural identities of residents.

Phase 3: Infill Development
New development fulfills the community's need for additional year round goods and services and turns underused space into a center of commercial activity and job creation. Varied one to three-story structures built side by side will blend with the existing commercial structure at the end of the block and others along the corridor. Historically sensitive, dense replacement of what was lost helps build the identity of the site as the cultural hub of the neighborhood. New businesses, some which may have started as vendors at the market, are encouraged to thrive as part of a collective destination.

Source: CDCR
Enhanced Phase 3 market infill southeast corner North Clinton and Evergreen

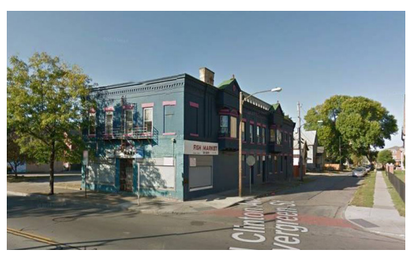
Focus Area #1

Source: CDCR
Existing: La Market Site, 800 Block North Clinton Avenue

Source: SUNY Alfred State
Enhanced: Phase Three commercial infill next to existing restaurant on southeast side of La Marketa site. Showing new side street/access.

Complementary Redevelopment
Re-purposing the former fish market structure at 883-843 North Clinton Avenue would re-invigorate a landmark that has fallen into disrepair and bring a new business use to the building. With its location directly across from La Marketa, redeveloping this building will reestablish a southern gateway and shopping destination for ECRA.

Programs such as Restore New York may be helpful in securing funding for redevelopment efforts.



Source: google maps
Existing: Mixed-Use Commercial Building at 833-843 N. Avenue

Source: CDCR
Enhanced: Mixed-Use Commercial Building at 833-843 N. Avenue with facade improvements

Vision Plan
Focus Area # 1 North Clinton Avenue Corridor

Focus Area #1

El Pilon

Related Strategies: local businesses | identity
Related Guiding Principles:

El Pilón Criollo, has been a popular spot for traditional Hispanic food in the North Clinton corridor since 2008. In 2013 work began on its new location at 969 North Clinton. The new one-storey commercial building, the first of its kind in the area for many years, has informed plans for the incremental development of La Marketa site. Today the popularity of El Pilon has necessitated a kitchen addition and parking lot expansion.

Source: Google Maps
Existing: El Pilon

Outdoor seating would provide an opportunity to serve more customers and stabilize the vacant lot next to the restaurant. Decking or a lawn area with café or picnic tables and umbrellas would invite customers to enjoy outdoor dining while adding destinations along the corridor for residents to engage with neighbors, friends and family. Encouraging community members to walk La Avineda is an important strategy to activate underused spaces. This site, along with other existing or planned multi-cultural restaurants, are essential to the successful revitalization of the corridor as a thriving international avenue.

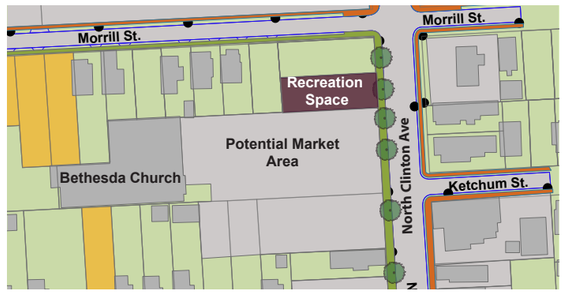
Source: SUNY Alfred State
Enhanced: El Pilon with deck, seating, and street tree improvements

1065-1073 N Clinton Ave

Relating Strategies: repurposing | identity
Related Guiding Principles:

The Greater Bethesda Church of God in Christ at 1063-1073 North Clinton Avenue occupies a former supermarket. The oversized parking lot in the front of the building presents a significant gap in the North Clinton commercial corridor.

Source: Google Maps
Existing: 1063-1073 North Clinton Avenue



Source: CDCR
Enhanced: Proposed 1063-1073 North Clinton Avenue green space buffer, active recreation space, and market space improvements

Reclaiming the parking lot for recreational purposes such as basketball courts, playing fields or a market space to compliment La Marketa, would reactivate the space and create a community asset.

New development of this site might also benefit from mixed incremental development much like La Marketa.

Source: SUNY Alfred State
Example: Seasonal or flea market with site amenities

Vision Plan
Focus Area # 1 North Clinton Avenue Corridor

Focus Area #1

Hickey Freeman

Relating Strategies: local businesses | repurposing
Related Guiding Principles:

Jacob Freeman and Jeremiah Hickey built a manufacturing building on North Clinton Avenue during the early part of the 20th century to house their men's suit company. This 77,000 square foot building would become known as "The Temple to Fine Tailoring" and 90 years later remains a major employer in the area.

Source: CDCR
Existing: Hickey Freeman parking lot northwest corner North Clinton Avenue and Morrill Street

The large unused company parking lot at the corner of North Clinton Avenue and Morrill Street creates a gap in the commercial corridor and detracts from Hickey Freeman's historic façade. Removing asphalt to create a modest green space and replacing the chain-link fence that borders the sidewalk with a more aesthetic material would make the space more inviting for pedestrians and employees of Hickey Freeman.

Given the rich role of the garment trade in the neighborhood's history, this site could include interpretive signage, garment industry artifacts or public art that celebrates Hickey Freeman's contributions to the community; especially the waves of immigrant employees who found their first employment here.

Source: CDCR
Enhanced: Hickey Freeman parking lot with sidewalk, green space buffer, trees, seating, and interpretive signage

Vision Plan
Focus Area # 2 Huntington Park and Saint Paul Street

Source: CDCR
Residence 55 Huntington Park

Source: CDCR
Free Deliverance Church of God in Christ 1015 Saint Paul Street

Source: CDCR
Roberto Clemente School #8

Source: CDCR
View from Genesee Riverway Trail Pedestrian Bridge at RG&E Dam

Description
As early as the 1840's when the area north of Clifford Avenue was mostly rural, Saint Paul Street became a popular site for the construction of stately homes due to its proximity to downtown Rochester and its scenic views of the Genesee River gorge. Originally home to brewers and other business owners, the area from Upper Falls to Avenue D now includes residential, commercial, and educational land uses. Connected to Saint Paul at the southern part of the study area, Huntington Park contains a broad median flanked by large, beautifully detailed housing stock built for the executives of Rochester businesses, particularly Bausch + Lomb.

Roberto Clemente School #8 built in 1993, with an enrollment of approximately 600, is located at Saint Paul Street and Avenue A. This Rochester City School serves Kindergarten through Grade Eight.

Brewer Street, which connects Saint Paul Street to the river gorge, provides pedestrian access to the Genesee Riverway Trail and is the southernmost entry to seven miles of continuous trail that connects the Middle Falls to Lake Ontario. Unique to this area is access to the Middle Falls dam.

Concerns to Address
To avoid the loss of historic housing stock valuable to the urban fabric of Saint Paul and Huntington Park, structural maintenance must be addressed. Many buildings will further deteriorate without intervention. The high cost to maintain and improve these large homes makes it is difficult for owners to keep them in good repair. As more are purchased by non-occupant investors the nature of the neighborhood changes and without the pride of ownership, problem properties can depress the value of surrounding homes.

Infrastructure improvements are needed to enhance pedestrian and bike safety on Saint Paul Street, to provide safe crossings to Roberto Clemente School and to improve the access entranceway to the Genesee Riverway Trail.

Primary Focus
Preserve the historical context of the corridor while making Saint Paul Street a safe environment for pedestrians, bicyclists. Create a welcoming gateway for the Genesee Riverway Trail.

Goals
Stabilize historic housing stock. Provide safe routes to Roberto Clemente School #8. Enhance public transportation infrastructure. Improve access and awareness of Genesee Riverway Trail.

Strategies
- Preserve existing **housing** and decrease the amount of homes divided into apartments;
- Add or remove both pedestrian and road **infrastructure** appropriate to existing and future planning;
- **Improve and maintain** Huntington Park as well as its relationship to St. Paul Street Corridor;
- Increase awareness of the **Riverway Trail**.

Vision Plan
Focus Area # 2 Huntington Park and Saint Paul Street

Focus Area #2

Source: CDCR
Focus Area # 2 Huntington Park and Saint Paul Street
Not to Scale

Huntington Park

Related Strategies: housing | improve and maintain
Relating Guiding Principles:

Preserving large historic houses is difficult due to the high cost of repairs and capital improvements. Complicating the economics for homeowners on Huntington Park is the cost of repairs and maintenance relative to the value of their homes. Because of this it is difficult to obtain traditional bank home equity loans.

Recently residents of Huntington Park met with the Landmark Society of Western New York to explore the advantages of listing the neighborhood on the National Register of Historic Places. If successful, both commercial and residential owners would be eligible for substantial tax credits and historic preservation grants. Other programs such as the city of Rochester owner/occupant repair program and New York State programs administered through local housing partners may be available to assist low income, elderly and veteran homeowners.

Homes for non-residential use by resident business owners with light parking needs through special overlay zoning requirements that prohibit the loss of exterior or interior architectural elements would allow use as office space for legal, counseling, or other professional services. Preventing alteration of any structural building elements retains the nature of the neighborhood and facilitates reconversion to a single family unit.

Source: CDCR
Existing: Residence 118 - 120 Huntington Park

Source: CDCR
Enhanced: Residence 118 – 120 Huntington Park with proposed porch, painting, and fence improvements

Historic Housing
Beautifying individual homes will have a significant impact on the stability of Huntington Park. Small improvements including removing chain link fencing and trimming hedges can be accomplished by homeowners or by groups of neighbors working together. Larger projects such as new roofs, porch stabilization and new fencing add value and visual appeal to homes.

Vision Plan
Focus Area # 2 Huntington Park and Saint Paul Street

Focus Area #2

Source: Google Maps
Existing: Huntington Park

Source: CDCR
Enhanced: Huntington Park with proposed extended median

Median Extension
Huntington Park has an ideal street infrastructure including a curved median that beautifies the view while it slows vehicular traffic. Extending the median further to the east to meet Harris Street creates a safer crossing for pedestrians and bicyclists and enhances the walkability of this neighborhood.

Brewer Street

Related Strategies: Infrastructure | River Trail
Relating Guiding Principles:

Source: CDCR
The Geneese Riverway Trail Sign

The Genesee Riverway Trail access at Brewer Street is a unique neighborhood asset and should be a centerpiece of redevelopment efforts. Improving the existing street infrastructure and adding clear trail signage will raise awareness of the trail, improve walkability of the neighborhood, and encourage commuters to use alternative modes of transportation while maintaining RG&E access to the dam.

Source: CDCR
Existing: Brewer Street & Saint Paul Street

Genesee Riverway Trail Entrance
Current signage located at the trail entrance is hidden from view on Saint Paul Street. Replacing the existing trail sign with a larger, more visible kiosk on St. Paul will raise awareness of the trail. New light poles and banners at the corner of Saint Paul Street and Brewer Street will reinforce this area as a desirable destination.

Extending the unconnected sidewalk and bike lanes from Saint Paul Street to the trail entrance at the end of Brewer Street will improve safety and access.

Removing the unsightly chain-link gate at the RG&E access road and replacing it with a more aesthetic material and in a location further from the trail entrance will create a more welcoming presence, encouraging greater use by residents.

Improvements such as trail entrance seating and planting beds would provide a resting area for trail users who have made the steep climb from the bridge and create a neighborhood gathering space.

Source: CDCR
Enhanced: Brewer Street & Saint Paul Street with trail signage, bike lanes, planting, and sidewalk improvements

Source: CDCR
Existing: Brewer Street Genesee Riverway Trail Entrance

Source: CDCR
Enhanced: Brewer Street Genesee Riverway Trail Entrance with trail signage, bike lanes, planting, and sidewalk improvements

New Saint Paul Street Median
Creating a median in the now dangerous curve on Saint Paul between Roberto Clemente School # 8 and Clifford Avenue will slow traffic, making it safer for trail users, students, parents and others to cross the street. This "pedestrian refuge" would allow them to navigate traffic from one direction at a time while becoming more visible to oncoming traffic.

While school bus transportation is provided to children who live a given distance from Roberto Clemente School #8, many residents rely on Saint Paul Street buses to commute to and from school and work. Improving existing and creating new bus stops with seating and shelters provides needed accommodations to the community.

Source: CDCR
Enhanced Saint Paul Street with proposed median, trail signage, bike lanes, planting, and sidewalk improvements

Source: https://twitter.com/NurseBowick
Conkey Cruisers on El Camino Trail

Source: CDCR
Michelsen Building 182 Avenue D

Source: CDCR
Convenience store, northwest corner of Conkey and Clifford Avenues

Source: CDCR
Conkey Corner Park at northeast corner of Conkey and Clifford Avenues

Description
Rochester's wealth greatly increased with the growth of railroads as a main form of transportation for its industry and growing population. But train tracks also created physical and social barriers in neighborhoods. At its peak, the high frequency of coal-fired trains separated neighbors and contributed to poor health conditions. The El Camino Revitalization Area (ECRA) experienced these same issues due to the Hojack line cutting a north to south swath through its residential neighborhood. Barriers changed after the tracks were abandoned. Frequent trains were replaced by illicit activities along the former rail line.

In 2002, Genesee Land Trust began a multiyear process to convert the former rail line into a community asset. The city of Rochester then partnered with this group to create a public health resource for the neighborhood. In May 2010, the community celebrated the opening of El Camino Trail.

The establishment of the trail created opportunities to improve connections between the Avenue D Recreation Center, Conkey Corner Park, the Ibero American Development Corporation campus and other community destinations. Three major Conkey Avenue intersections, Avenue A, Avenue D and Clifford Avenue, are considered key nodes along this corridor.

Concerns to Address
Illegal activities and the use by motorized vehicles on El Camino Trail must be curtailed in order for it to achieve its full potential to engage neighbors and to improve public health.

The lack of connections between El Camino Trail and Conkey Avenue represent a lost opportunity to promote trail use. Vacant properties further this disconnect by creating gaps between the trail and surrounding properties.

Vehicles traveling at high speeds on Conkey Avenue, especially where Conkey intersects with Avenue A, Avenue D and Clifford Avenue, present a danger to users of Conkey Corner Park, the Avenue D Recreation Center and the trail itself.

Primary Focus
Improve and increase the connections from El Camino Trail to Conkey Avenue. Create opportunities to revitalize vacant houses and lots. Calm traffic so the community feels safe accessing the trail and parks.

Goals
Encourage more trail and park use especially by families, youth and seniors. Improve safety of the trail and Conkey Avenue through traffic calming and increased 'eyes on the trail'.

Strategies
- Address the issue of **litter** on the trail;
- Discourage the illegal use of motorized vehicles on the trail while encouraging the use of **bicycles**;
- Explore opportunities for **group activities** on the trail;
- Engage both private and public **property** owners to improve the aesthetics and consider appropriate use of the properties bordering El Camino Trail;
- Encourage repurposing of vacant properties while considering appropriate amount and uses of **greenspace**;
- **Engage** the City of Rochester Ave D Recreation Center to use the trail for programming;
- Positively **counteract** illegal activity on street corners;
- Address on-street **parking**;
- Incorporate **traffic calming** tools and strategies into future planning.
- Encourage the preservation and expression of cultural, architectural, and historical neighborhood **identity**.

Vision Plan
Focus Area # 3 El Camino Trail and Conkey Avenue
combined with #4 Conkey Corners

Focus Area #3&4

Source: CDCR
Not to Scale
Focus Area # 3 El Camino Trail and Conkey Avenue combined with;
Focus Area # 4 Conkey Corners

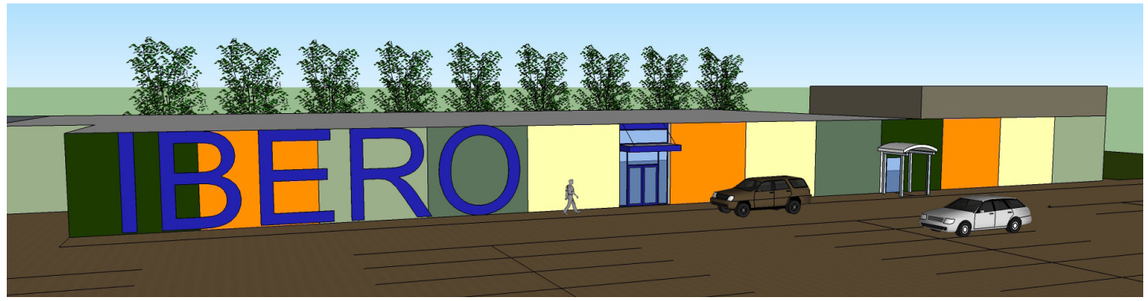
Ibero American Development Corp. Proposed Community Center, 200 Clifford Avenue:

Related Strategies: property | identity | counteract | group activities
Related Guiding Principles:

Source: CDCR
Existing: IADC Building, 200 Clifford Avenue

Working together, residents and the Ibero American Development Corporation (IADC) identified development of a community center as an important next step toward neighborhood stabilization.

IADC's building at 200 Clifford Avenue is ideal for this use due to its location in the geographic center ECRA, on El Camino Trail, and adjacent to Conkey Corner Park. IADC completed a pre-development study on this building with grant funding from the Community Design Center Rochester Development/ Design Fund. Plans developed through the study include an auditorium, conference spaces, offices, kitchen, training facilities, and multi-purpose rooms. In addition to repurposing vacant space, these proposed facilities will complement Ibero American Action League's services for the developmentally disabled currently housed in this building.



Source: Pardi Partnership Architects
Enhanced: IADC Building, 200 Clifford Avenue with proposed community center façade improvements

Additional Redevelopment

Opportunities to redevelop the remainder of this large former lumber facility were explored during the vision plan process. Future development will depend on resource availability and community need.

Vision Plan
Focus Area # 3 El Camino Trail and Conkey Avenue
combined with #4 Conkey Corners

Source: Google Maps
Existing: IADC site at 200 Clifford Avenue

Source: RIT Class
Enhanced: IADC site at 200 Clifford Avenue with proposed community center, formal paths, and additional parking

Source: CDCR
Existing: IADC loading docks and rear building

Repurposing the loading bay and rear structure to house commercial or job training functions and/or live-work space could provide needed services to community residents.

Creating an arcade, or open air path, through the rear building will connect trail users to Roth Street and to additional parking designed to accommodate increased building use. Walkways with secure gating that connect El Camino Trail with this campus will foster community relationships and enhance appropriate access to the facilities.

Source: RIT Class
Enhanced: IADC loading docks and rear building with proposed mixed-use repurposing improvements

Vision Plan
Focus Area # 3 El Camino Trail and Conkey Avenue
combined with #4 Conkey Corners

Buena Vista Manor

Related Strategies: group activities | property | engage
Related Guiding Principles:

Transience is not always caused by a desire of residents to leave a neighborhood. A lack of housing stock that meets the needs of a specific group has the same effect. This is true of seniors who may wish to continue to live in their neighborhood but are unable to due to lack of appropriate housing. IADC's Buena Vista Manor provides a senior housing option in ECRA so that this group can age in the neighborhood they know and love.

Source: CDCR
Existing: Buena Vista Manor rear patio and fence adjacent to El Camino Trail

Providing Buena Vista Manor residents with controlled gate access to El Camino Trail, Conkey Corner Park, proposed IADC Community Center, and proposed Garden of HOPE connects users to active and passive recreation. In addition to increased recreation opportunities, seniors' sense of community connection and mobility is strengthened. Increased use of El Camino Trail cultivates civic pride, discourages illegal activities and mitigates littering.

Source: CDCR
Enhanced: Buena Vista Manor rear patio and fence adjacent to El Camino Trail with proposed gate access and planting

Focus Area #3&4

Conkey and Clifford Greenspace

Related Strategies: group activities | property | engage | identity | counteract
Relating Guiding Principles:

Clifford Avenue serves as a major east-west corridor in ECRA. The intersection of Clifford and Conkey Avenues is highly visible to residents and visitors. It's visibility influences perceptions of safety and stability. This key area includes several important active and passive recreation assets and is home to the Conkey Cruisers. Because of its importance as a hub of activity, improvements to the built environment here can encourage a more rapid stabilization throughout the community.

Source: CDCR
Existing: Conkey Corner Park

Conkey Corner Park
Conkey Corner Park already serves an important role to the community by providing a play space for neighborhood children, picnic areas for residents and a resting spot for trail users. Constructing a pavilion in the park which includes rest rooms, a drinking water fountain and sheltered area from inclement weather would enhance use of the trail and park.

Source: CDCR
Enhanced: Conkey Corner Park with proposed pavilion

Source: Google Maps
Existing: Community Garden at 69-73 Conkey Avenue

Garden of HOPE
For community residents wanting a passive recreation alternative to Conkey Corner Park, Zaretsky and Associates/ Project Scion is currently designing the Garden of HOPE at 69-73 Clifford Avenue. This proposed greenspace, which would be located on the southwest corner of the intersection, incorporates a small performance space, labyrinth, and seating areas.

Source: Zaretsky and Associates, Inc. / Project Scion
Enhanced: Community Garden at 69-73 Conkey Avenue showing proposed Garden of HOPE

Clifford and Conkey Avenues Mixed-Use Infill Development

Related Strategies: property | identity | parking
Related Guiding Principles:

In October of 2015, the two-storey building at 72 Conkey Avenue was demolished leaving a significant gap in the fabric of this important junction's built environment.

Existing: Vacant lot at 72 Conkey Avenue

Highly visible intersections influence how a community is viewed by residents and visitors. Stabilizing these corners with appropriate infill development elevates the surrounding properties.

Demolition in 2015 has created a development site at 72 Conkey Avenue. Short-term uses including pop-up and community-oriented programming can activate the space until more permanent development can be attracted. Constructing a mixed-use building on this site would provide commercial and housing space, local employment, and access to goods and services. A small parking area behind the building will alleviate on-street parking needs.

Source: CDCR
Enhanced: proposed mixed-use building at 72 Conkey Avenue

Vision Plan
Focus Area # 3: El Camino Trail and Conkey Avenue
combined with #4 Conkey Corners

City of Rochester Avenue D Recreation Center

Related Strategies: repurposing | identity | group activities
Related Guiding Principles:

The City of Rochester's highly utilized Avenue D Recreation Center promotes physical activity and learning with programming for ECRA youth. Space at the center cannot meet current demand. Potential improvements connecting the Center to Conkey Corner Park, the proposed Garden of HOPE, and other community assets by way of El Camino Trail may extend the Avenue D Recreation Center's ability to meet demand for its services.

Source: CDCR
Existing: Avenue D and El Camino Trail Intersection

Enhancements to existing crosswalks at El Camino Trail intersections can make the crossing safer at Avenue A, Avenue D and Clifford Avenue. Replacing standard crosswalks and signs with unique crosswalk designs and improved signage can encourage trail identity while slowing motorists.

The Avenue D Recreation Center contains a library to promote reading. This library occupies a section of the building adjacent to El Camino Trail, but has no visual connection to it. Installing a bay window that faces El Camino Trail and functions as a reading nook would provide additional programming space in the Center and make a visual connection to El Camino Trail. Providing trail access through an existing door will improve physical connections and encourage the use of the trail by accompanied youth.

Planting attractive annual or perennial beds along the Avenue D Recreation Center and the apartment building adjacent to El Camino Trail will soften the edge of the buildings, enhance trail use and complement existing Center murals. This area could be an ideal site for Genesee Land Trust "Sunflower Project". Youth participation should be encouraged.

Source: CDCR
Enhanced: Avenue D and El Camino Trail Intersection with proposed improvements to Avenue D Recreation Center, Avenue D, and El Camino Trail

Vision Plan
Focus Area # 5 Neighborhood Streets

Source: CDCR
ECRA Neighborhood House with stoop

Source: CDCR
Typical ECRA Neighborhood Street

Source: CDCR
Typical ECRA Neighborhood Street

Source: CDCR
ECRA Neighborhood House with ornamental fencing

Description
The existing housing stock in the El Camino Revitalization Area (ECRA) was primarily built by the 1920's and consists of modest structures ranging from 1,000 to 2,000 square feet. While untouched by urban renewal in the 1960's, many of these buildings have fallen into disrepair. In June, 2016 there were approximately 107 vacant residential properties in the study area. Community-oriented developers such as Ibero American Development Corporation have implemented strategies for infill development, but large-scale, cost-effective solutions for stabilizing existing housing stock to avoid demolition have not been forthcoming.

The neighborhood street structure has remained largely intact. This is a valuable asset in reestablishing and creating new connections throughout ECRA.

Concerns to Address
The condition of ECRA housing stock has declined related to a myriad of causes. Among these are the increased maintenance needs related to building age, the high percentage of properties either minimally maintained or neglected by absentee owners, and residents without the means to maintain their homes. As a result, housing values have declined, making the cost of repairs high in proportion to the value of the building.

Automobiles traveling at excessive speeds create an unsafe environment for bicyclists and pedestrians. These conditions can prevent residents from feeling safe when using their front yards.

As much as seventy percent of residents of the ECRA rely on transportation other than automobiles. A systemic lack of access to adequate public transit services makes traveling to work, school, doctor visits or shopping a challenge for residents.

The lack of street trees and amenities such as benches contributes to an unattractive public realm on some neighborhood streets within ECRA. Uninviting public space discourages social interaction and furthers isolation. Residents are less willing to take ownership of their neighborhood and may feel indifferent to their surroundings. This lack of ownership inhibits the creation of neighborhood identity and lessens the desire to maintain the appearance of the shared public realm.

Primary Focus
Reconsider the design of built environment for all occupants, from youth to senior. Create new opportunities for residents to enhance the streets on which they live. Improve the usability of neighborhood streets.

Goals
Improve the overall look and function of housing and streets. Slow traffic on residential streets. Improve transportation options.

Strategies
Recover existing **housing** stock through repairs and renovations;
- Restructure the existing **street infrastructure** to calm traffic and improve parking;
- Encourage **reforestation** of the neighborhood.

Vision Plan
Focus Area # 5 Neighborhood Streets

Source: CDCR
Focus Area # 5 Neighborhood Street

Not to Scale

Focus Area #5

Existing Building Stock

Related Strategies: housing
Related Guiding Principles:

Making improvements to existing buildings in ECRA will positively impact the immediate residential area and increase neighborhood pride.

Source: CDCR
Existing: ECRA house with chain-link fence

Source: CDCR
Enhanced: ECRA house with planting and painting improvements

Source: CDCR
Existing: ECRA house

Source: CDCR
Enhanced: ECRA house with porch, window, and painting improvements

Housing Stock Repairs

Small houses with simple charm populate the neighborhood. These affordable homes are an important part of ECRA's dense urban fabric and could benefit from moderate improvements.

Porches and stoops are examples of amenities that many area homes already possess. Maintaining porches, stoops, steps, railings, and sidewalks encourage use by occupants, increases interaction between neighbors, and encourages 'eyes on the street'— all of which strengthen a neighborhood.

Replacing missing or damaged siding and painting a home's exterior will improve the aesthetic of both the house and the surrounding neighborhood.

Replacing unappealing chain-link fence with wood or metal picket fencing improves a property's visual appeal. Alternatively, planting well-maintained hedges in place of a fence can be a less expensive way to protect property and improve its aesthetic value.

Vision Plan
Focus Area # 5 Neighborhood Streets

Source: Jim Fraser
Example: Evergreen Street Residence

Source: Jim Fraser
Example Enhanced: Evergreen Street Residence with completed repairs and aesthetic improvements

Housing Stock Renovation

ECRA resident Jim Fraser has worked for years to rehabilitate this turn of the century house in the study area. The transformation helps others envision how much more functional and beautiful a structure can become with the proper investment, resulting in increased value and functionality for residents.

Source: CDCR
Existing: 213-219 Conkey Ave mixed-use building

Source: CDCR
Enhanced: 213-219 Conkey Ave mixed-use building with window, planting, and painting improvements

Mixed-Use Repairs & Renovation

Re-introducing live-work spaces within residential areas will provide ready access to goods, services and jobs . Units above street-level commercial space would ideally be owner-occupied. The property owner is more likely to care for their investment by maintaining the property.

Returning first floor windows and doors to their original dimensions is a key aspect of renovating existing commercial buildings. This transparency provides a welcoming environment to patrons and passers-by. Upper floors provide privacy for residential use while still maintaining 'eyes on the street'.

Improvements can be financed through small business and microfinancing loans available through banks, the city of Rochester, PathStone, and other foundations and nonprofit resources.

Focus Area #5

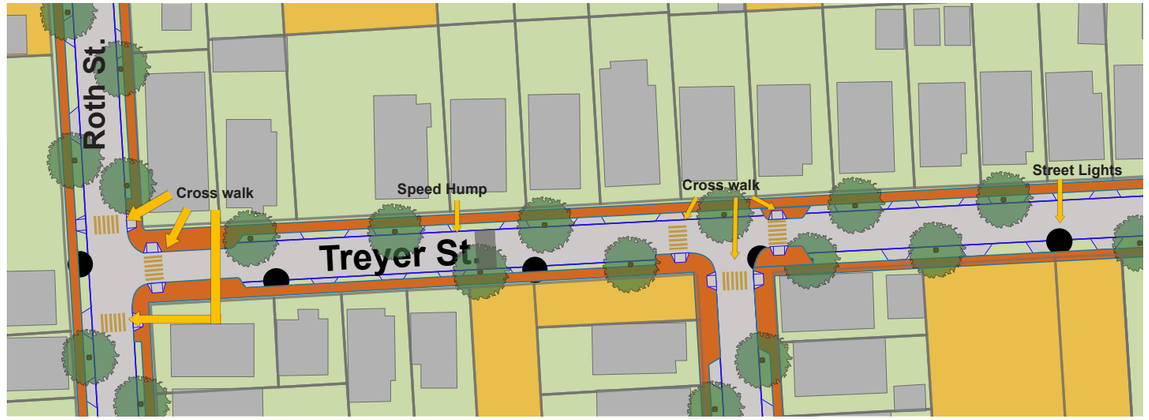
Transportation

Related Strategies: street infrastructure
Relating Guiding Principles:

Traffic calming, access to alternative modes of transportation and respecting the rights of pedestrians and bicyclists were cited often throughout the ECRA charrette and visioning process.

Existing Streets
Existing streets can be improved allowing residents, pedestrians, bicyclists, and drivers to coexist in a safe connected environment.

Traffic calming tools can be implemented to prevent drivers from traveling at high speeds through neighborhoods. In the short term, well-marked crosswalks combined with signage increases awareness of pedestrians. Speed humps, curb bump outs, and narrowed streets which are appropriate in some cases may take longer to implement.



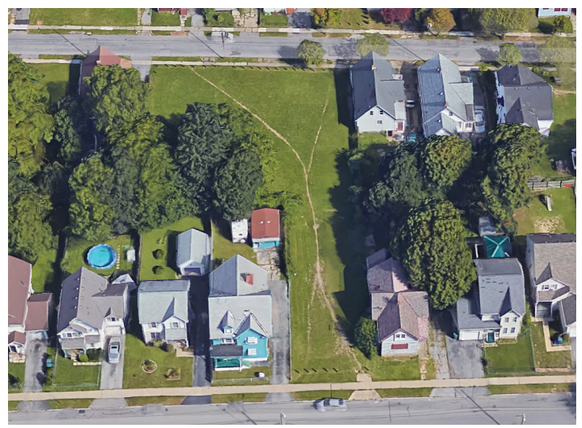
Source: CDCR
Enhanced: Treyer Street with traffic calming curb bump out, crosswalk, and speed hump improvements

Vision Plan
Focus Area # 5 Neighborhood Streets

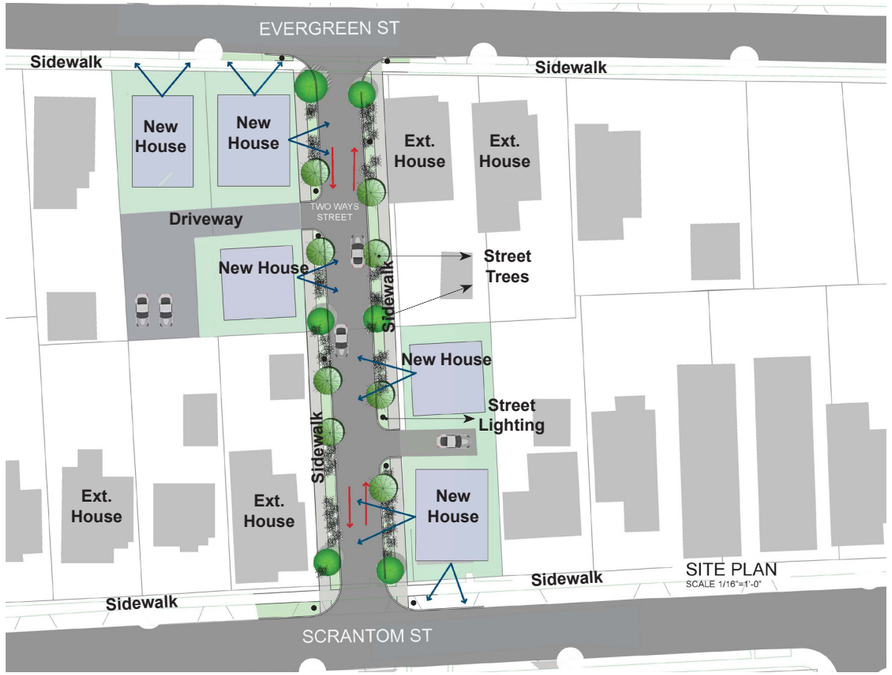
New Streets
Large east-west blocks that span up to 1,800 feet make navigation by pedestrians and bicyclists difficult. This distance also tempts pedestrians and bike riders to cut through private yards; damaging fences, gardens, and lawns. Additionally, cars tend to gain speed when traveling long stretches without traffic signals. Increased orchestrated connectivity creates a safer more vibrant neighborhood.

New streets can be constructed on vacant lots already owned by the City to better connect these long parallel blocks and make the neighborhood more pedestrian-scaled.

New single-family homes, sidewalks, parking and street lights would line the new streets creating smaller, safer, more connected neighborhoods.



Source: google maps
Existing: 79 – 83 Evergreen Street & 82 - 84 Scrantom Street Vacant Lots



Source: RIT Class
Enhanced: 79 – 83 Evergreen Street & 82 - 84 Scrantom Street Vacant Lots with proposed new housing and street improvements

Focus Area #5

Bus Routes
Creating east and west bus routes on Avenue D and Clifford Avenue will connect ECRA residents to the Rochester Public Market and other key destinations and will shorten commute times.

Installing seating at bus stops will help accommodate seniors and people with disabilities. Increasing the number of shelters along new and existing bus routes at major stops will accommodate these under served groups and attract new riders.

Source: www.myrts.com

Example: RTS Bus Stop Seating

Source: CDCR

Example: North Clinton Avenue Bus Stop at Hickey Freeman

Vision Plan
Focus Area # 5 Neighborhood Streets

Urban Tree Canopy

Related Strategies: reforestation | street infrastructure
Relating Guiding Principles:

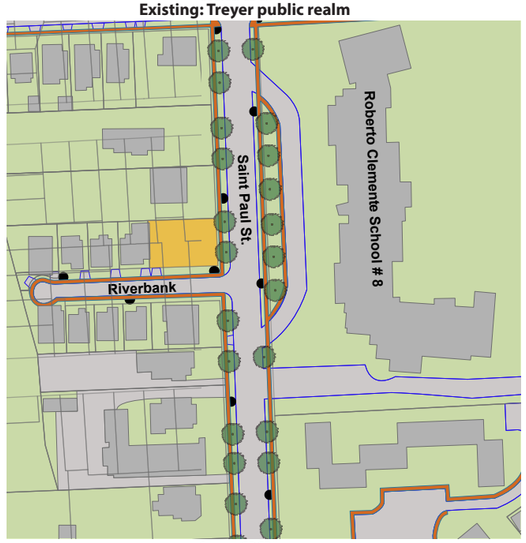
Storms, pests, and blight have greatly reduced the urban tree canopy in ECRA over time.

Source: CDCR

Existing: Treyer public realm

Source: CDCR

Enhanced: Treyer Street with street tree and homeowner planter box improvements



Source: CDCR

Ideal Street Tree Canopy on Saint Paul St.

Replanting trees can beautify a neighborhood street, encourage walking, enhance public health, improve storm water drainage, and provide habitat for wildlife.

The city of Rochester's Forestry Division in the Department of Environmental Services will be a primary resource when advocating to return the neighborhood's tree canopy.

Focus Area #5

Vision Plan
Focus Area # 6 Underutilized Buildings and Sites

Source: CDCR
Hawkeye Building

Source: CDCR
Vacant Lot

Source: CDCR
Vacant Commercial Building, North Clinton Avenue

Source: CDCR
Vacant Residences, Evergreen Street

Description
The El Camino Revitalization Area (ECRA) contains more than 150 vacant lots and 100 vacant residential and commercial structures, including the 759,000 square foot Kodak Hawkeye Building at 1405 & 1447 Saint Paul Street. Beyond the loss of needed housing stock and commercial activity, vacant buildings and lots create an unappealing visual environment for residents and visitors and can foster illicit activity.

Organizations like Ibero – American Development Corporation (IADC) have constructed more than 50 single family infill housing units within the neighborhood. IADC has also converted the Michelson Building into apartments and developed senior housing.

Concerns to Address
Access to a safe environment is needed for physical and psychological health. The perception of safety is greatly influenced by the appearance of a neighborhood. Vacant buildings and lots along with accumulated debris and trash lead many to consider the ECRA a dangerous place. Vacant and underutilized buildings and sites represent a lost opportunity to provide housing and capture commercial activity.

Primary Focus
Reimagine vacant and underutilized residential and commercial properties as economic development and housing opportunities. Revitalize vacant lots to provide additional greenspace and opportunities for healthy living. Repurpose vacant lots and buildings to improve the fabric of the neighborhood.

Goals
Improve attractiveness of the area, capitalizing on park-like qualities of vacant green space. Create economic opportunities by redeveloping vacant lots and re-purposing structures in ways that will attract new businesses and residents.

Strategies
- Encourage the **repurposing** of existing vacant properties (residential, commercial, industrial, and "floors over retail") while considering the appropriate amounts and uses of greenspace;
- Reuse **greenspace** (vacant lots on corridors, lots mid-block, corner lots, lots in industrial spaces);
- Create opportunities for **healthy living** (exercise sites, vegetable gardening, shorter blocks);
- Utilize spaces to enhance the **local economy** – Introduce renewable energy to the neighborhood, improve the quality of the food supply, employment and training.

Vision Plan
Focus Area # 6 Underutilized Buildings and Sites

Source: CDCR
Not to Scale
Focus Area # 6 Underutilized Buildings and Sites

Focus Area #6

Infill Development

Related Strategies: repurposing | local economy
Relating Guiding Principles:

Attracting appropriate infill development is a long-term goal of the neighborhood. As market demand exists for infill development, new housing and commercial buildings should be designed to fit into the character of ECRA's existing built environment. In the near term, strategies for beautifying and reactivating vacant lots are necessary.

Source: RIT Class
Proposed: Model single family model home with porches

Source: CDCR
Existing Example: Town Homes at 102 Clifford Ave

Source: SUNY Alfred State
Example: Model mixed-use infill

Traditional Infill
New commercial and residential buildings should complement the existing architectural styles and density of ECRA neighborhoods. Educating developers and advocating for appropriate infill development can prevent misdirected investment. The development of small, affordable single family units, as shown, can prevent displacement of low income residents and provide lower cost, attractive options for renting and homeownership.

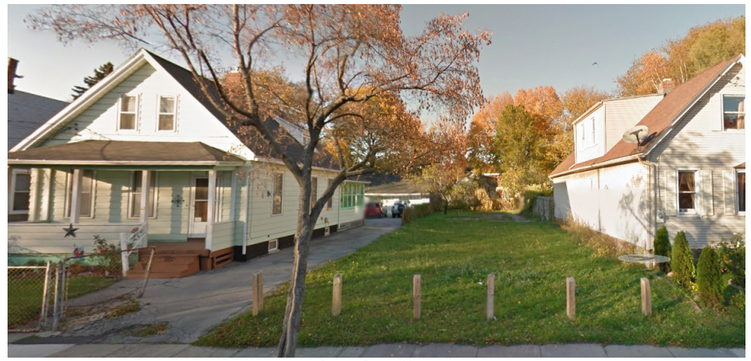
Designed to have two facades appropriate for street frontage, this model can be used on corner lots, laneway housing, and regular parcels. Porches are designed into two sides of the structure to maximize community interaction. Floor plans can be customized to fit the resident's needs.

Long narrow corner lots should be considered for multifamily townhome infill development. Townhomes provide an attractive housing alternative for residents and a solution for infill on challenging corner lots.

Mixed-use buildings provide a flexible alternative for small business owners. In addition to first floor retail space, upper floors can serve as apartments or owner-occupied living space. As mentioned in Focus Area #1, any new commercial infill development should be designed to fit into ECRA's existing urban fabric.

The now vacant Kodak Hawkeye facility, because of its size, location, specialized design and past uses is beyond the scale of typical redevelopment. A market study is needed to identify the best future use of the facility and site.

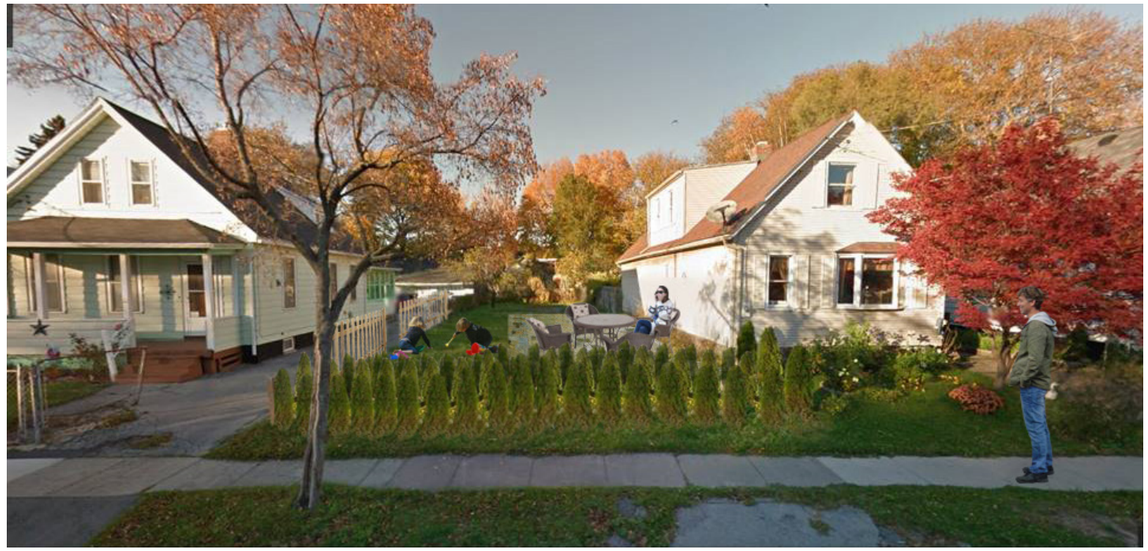
Vision Plan
Focus Area # 6 Underutilized Buildings and Sites



Source: Google Maps
Existing Vacant Lot

Side Yard
Vacant parcels located on residential streets should be considered for sale to adjacent homeowners. These residents gain more outdoor living space and the neighborhood benefits from improved upkeep of these lots. Hedges, fencing and gardens can transform vacant lots into side yards that look and feel connected to the neighboring home.

Transfers should not be overly restrictive so as to accommodate future building demand with appropriate approval.



Source: CDCR
Enhanced: Side Yard with planting and patio improvements

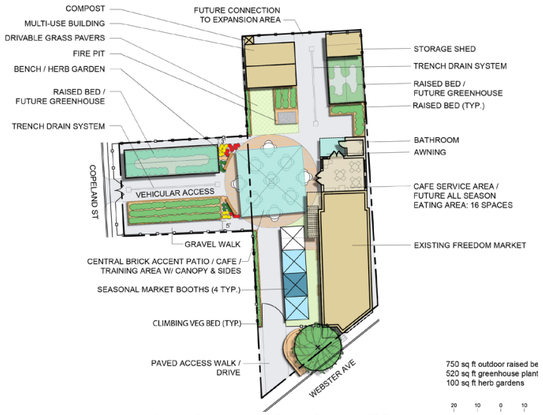
Focus Area #6

Urban Agriculture and Renewable Energy

Related Strategies: repurposing | green space | healthy living | local economy
Relating Guiding Principles:

Urban farming is an increasingly popular way to improve access to fresh fruits and vegetables, educate an urban population about plant growth and food preparation, and generate income close to home. In ECRA, urban farming presents an opportunity to strengthen the community by returning a portion of the neighborhood to its rural roots.

Source: http://www.eastnewyorkfarms.org/
Example: East New York Farms, Brooklyn New York



Source: Environmental Design Research (EDR)
Example: Proposed Beechwood Neighbors Greenhouse Collaborative

Large vacant sites like 79-87 Avenue A, 198 Conkey Avenue and 172 Conkey Avenue are candidates for small farming operations. Converting these lots to urban agriculture could be combined with horticultural and food preparation job training for nearby residents. This would also be an opportunity for residents to generate income from sales of locally grown produce and ornamental plants.

These sites as well as La Marketa and Conkey Corner Park could be converted into greenmarkets, where fresh produce can be obtained by residents, making it easier to choose healthier foods in a neighborhood without enough of those options.

East New York Farms of Brooklyn, NY is an example of a successful, nonprofit urban agriculture program. The proposed Beechwood Neighbors Greenhouse Collaborative is an example of a vacant urban site which will be transformed into planting beds, food preparation and marketing space for the benefit of a Rochester neighborhood.

Vision Plan
Focus Area # 6 Underutilized Buildings and Sites

Source: Ted Howard Presentation RR 11
Example: Solar energy

The Hawkeye Building's large, unused parking lots at Saint Paul and Avenue D could present an ideal location for solar energy generation.

Evergreen Energy Solutions, an employee-owned cooperative, is creating local jobs by installing a solar field to power Cleveland area hospitals and universities. The large solar field is located on an unused urban site. Locally, ROCSPOT is hoping to create similar installations.

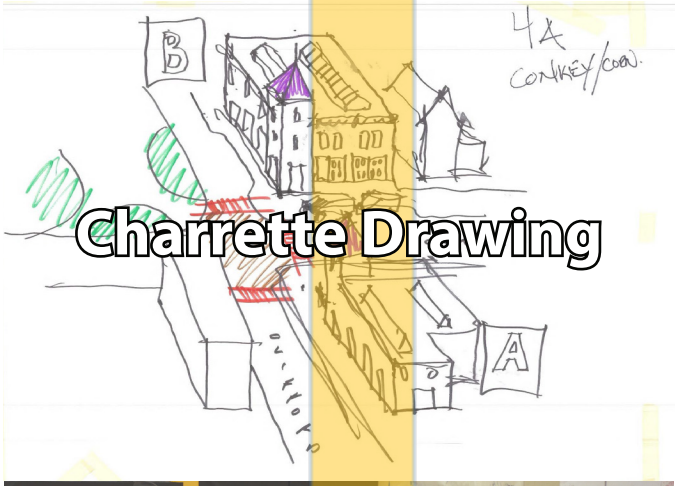
Focus Area #6

MAP KEY

- Charrete Boundaries
- Corner Mixed-Use Development
- River
- Building
- Vacant Land
- Urban Agriculture
- Existing Park
- City Owned
- El Camino Trail
- New Street
- Infill Opportunities
- Proposed Median
- New Pavement
- Building Development
- Solar Energy Area
- Crosswalk
- Ramp
- Curb Cut
- Light Poles
- Suggested Street Trees
- Bus Route
- ECRA Vision Site

Vision Plan
Scale 1:350

Summary and Conclusions



The El Camino Revitalization Area Vision Plan is a record of the ideas developed during the visioning process. It is a guide for revitalization efforts; a tool for prioritizing projects and a means to energize the community.

A Vision Plan is a living proof of what a community envisions for itself in the near future and for decades to come. Over time, it can evolve as conditions or needs change, demographics shift, or new opportunities develop. The plan can be updated with further input from those who live and work in the neighborhood. Flexibility is an important feature of a vision plan, just as it is for a community.

The El Camino Revitalization Area Steering Committee and Community Design Center Rochester hope this vision plan will inspire community leaders, developers, business owners and residents to take the steps necessary to implement these ideas. Implementation will be exciting, challenging and take years to realize. The commitment that led to the development of the vision plan is this community's biggest asset during its implementation.

The charrette and visioning process can serve as a model for future planning projects in the neighborhood and surrounding communities seeking to revitalize or plan for their future. Communities of many types can follow this model of engaging citizens, forging new community relationships, exploring the physical and social aspects of their area and working together to develop consensus. Communities that engage in these processes will often discover that simply embarking on this journey will lead to the emergence of many unexpected yet welcome long term effects.

STEERING COMMITTEE MEMBERS

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* City of Rochester *
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INFORMATION SOURCES

* Atlantic States Legal Foundation, Inc. *
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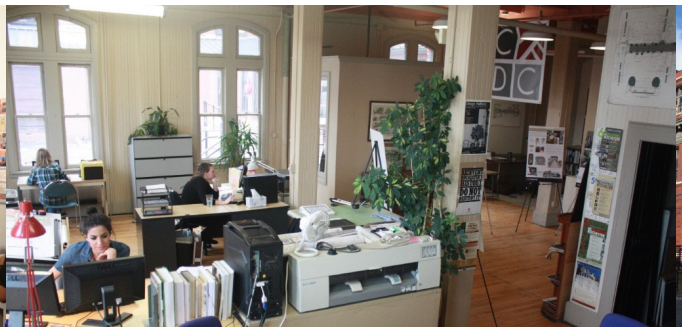

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The mission of the Community Design Center Rochester is to be a resource, assisting municipalities and citizens of the Greater Rochester Region in defining, understanding, promoting and implementing concepts of design excellence and sustainability for the built environment and public realm.

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- Joseph Avenue Business District Charrette
- SW Riverfront Area Charrette
- Corn Hill Neighborhood Community Design Charrette
- ARTWalk Workshops Assistance
- Marketview Heights Community Design Charrette
- Susan B. Anthony Neighborhood Community Design Charrette
- Downtown Design Charrette
- Dewey Avenue Community Design Charrette
- Bridging Neighborhoods Community Design Charrette
- Upper Monroe Community Design Charrette
- Northern Gateway Charrette
- South Clinton Charrette
- St. Paul Corridor Charrette
- Dewey/Driving Park Urban Village Charrette
- Winton/East Charrette
- Center City Charrette
- Monroe/Goodman Charrette
- University Avenue Charrette

Rochester Region

- Village of Lima Charrette
- Town of Lima Route 15A North
- Penn Yan Community Charrette
- Brighton/Monroe Avenue Corridor Charrette
- Hamlet of Rush/ Honeoye Creek Greenway Plan
- Village of Churchville Community Design Charrette
- Irondequoit Town Center
- Williamson Community Design Charrette
- East Rochester Gateway Charrette
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- Fairport Village Charrette

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